66

The American Perfumer

and Essential Oil Review

14 CLIFF ST., NEW YORK

PERFUMER PUBLISHING COMPANY

APRIL NINETEEN TWENTY-FOUR

THE JOHN CRERAR APR 25 1924 LIBRARY.

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American Can Company
NEW YORK

TRADE CANCO MARK

THE ADDISON LITHOGRAPHING CO.
ROCHESTER, N.Y.

OTTO OF ROSE D'OR

A rigorous appraisement of Otto of Rose may avail itself perhaps of the coadjuvancy of chemical and physical mensuration yet the determining factor must ever be the cogently practical resultant as exemplified in the completed perfume.

OTTO OF ROSE D'OR triumphantly meets the closest scrutiny whether it be that of scientific analysis, of odor test or of ultimate accomplishment. For many years the name has stood consistently for the finest Otto of Rose producible. It is a guarantee not merely of a good Otto of Rose but of the best.

Ungerer & Co. - - - - - New York

Botu Pappazoglou & Co. - Kazanlik, Bulgaria

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DIANTHINE

CHUIT-NAEF

Of all the countless number of perfume bases which have been introduced, most are practically worthless, many are good and useful, but only a few are indispensable.

Dianthine, Chuit-Naef, has a proven place among these last. Its creation added a new note to the gamut of odors and one as universally valuable in its way as are those of the rose and the jasmine.

To give a list of the compositions which owe something to the soft yet exquisitely spicy aroma of Dianthine would be to compile an Almanach de Gotha of perfume royalty. The perfumer who has not yet investigated its full possibilities still has a treat in store.

UNGERER & COMPANY NEW YORK
M. NAEF & COMPANY GENEVA

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Orris

Oil Orris Concrete No. 1503

Made from finest Florentine root. Guaranteed FIVE TIMES as strong as Standard Butter of Orris.

Absolutely pure and free from all trace of synthetic violet products.

Acknowledged to be the greatest Orris value by practical Perfumers.

$12.00 Oz.

Oil Orris Concrete "W. J. B."

Butter of Orris of standard strength.
ABSOLUTELY PURE. Free from synthetics.

$2.50 Oz.

Oleo Resin Orris

A pure fluid Oleo Resin made from selected Florentine root containing all the Essential Oil and odoriferous Resins contained in the root—and nothing else!

$6.00 Lb.

"Ye Olde̊ste Essence Distillers"

W. J. BUSH & Co.
(INCORPORATED)

370 Seventh Avenue New York

Chicago Office
1018 S. Wabash Avenue

Montreal Office
394 St. Paul Street W.

Works: Linden, N. J. National City, California

INDEX TO ADVERTISERS—PAGE 135 CLASSIFIED ADS—PAGE 128

Your Attention is Solicited for the Following Articles

La Sabrane

ROSE ABSOLUTE
JASMIN ABSOLUTE (only limited stock)
MOUSSE DE CHENE ABSOLUTE
MIMOSA ABSOLUTE
LABDANUM ABSOLUTE

Also

La Sabrane Essences

for

ROSE AND ORANGE FLOWER WATER
Also—OIL OF NEROLI PETALES—a specialty

Our Own Importation

OIL OF GERANIUM ALGERIAN (the genuine, natural).
" " BAY, 45 and 55% Eugenol contents.
" " KANANGA, natural and *rectified.*
" " LAVENDER, 30 to 40% Ester.
" " ROSEWOOD of special selection.
" " ROSE CARLOWA at special price.
" " VETIVERT—East Indian.
" " YLANG YLANG—Julio Witte's and others.

Our Own Distillation

OIL OF CLOVES—EUGENOL and ISOEUGENOL.
" " ORRIS, concrete and liquid.
" " OLIBANUM—OPOPONAX—PATCHOULY—SANDALWOOD—NUTMEGS

GEORGE LUEDERS & CO.

New York—427-429 Washington Street
P. O. B. 50 Varick Street Station

Factory: Brooklyn

Branches: Chicago—San Francisco—Montreal

L. GIVAUDAN & CO.

Manufacturers of Artificial Perfumes

Works: Vernier-Geneva and Lyons (France)

A Few of Our Specialties
Which We Bring to Your Attention

PHENYLACETIC ALDEHYDE C. P.

The many qualities offered in this market differ a great deal in strength and purity. We have met with articles containing 50% of Diethyl Phthalate offered as pure.

PHENYLETHYL ALCOHOL

The quality and chemical purity must alone be considered, but even chemically pure products may be very inferior in fragrance in results. A small difference in price should not be considered.

HELIOTROPINE L. G.

The Givaudan product shows its superior quality in crystallization and pure scent; also absence of foreign odors.

CITRONELLOL—RHODINOL—GERANIOL
LAURINE (Dihydroxycitronellal)
DIMETHYL ANTHRANILATE
RALDEINE A. & M. (Methyl-Violet)
AMBRE SYNTHETIC—ORANGE FLOWERS 1202.
MELLITIS—SOPHORA—LILAC 7, and 658
LILY OF THE VALLEY and MUGUET 16

All these and many others deserve your attention.

Sole Agents: **GEORGE LUEDERS & CO.** New York

BOSTON
CHICAGO
COLUMBUS, O.
KANSAS CITY

NEW ORLEANS
PHILADELPHIA
SAN FRANCISCO
TORONTO

FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET, NEW YORK CITY

RED ROSE, SCHIMMEL & COMPANY:

THE Red Rose, incomparable in floral beauty, vivified by the indispensable note distinguishing the real Jac Rose aroma from its imitations.

ROSE, SYNTHETIC, SCHIMMEL & COMPANY:

Represents the sweetness of the Otto, perfect even to the waxy aroma, but magnified in yield.

PHENYL ETHYL ALCOHOL
GERANIOL
CITRONELLOL
} **SCHIMMEL & COMPANY**

Done with the fidelity of every Schimmel product, scientifically and aromatically correct, without any trace of by-product to interrupt the rose harmony.

OIL LAVENDER FLOWERS BARREME

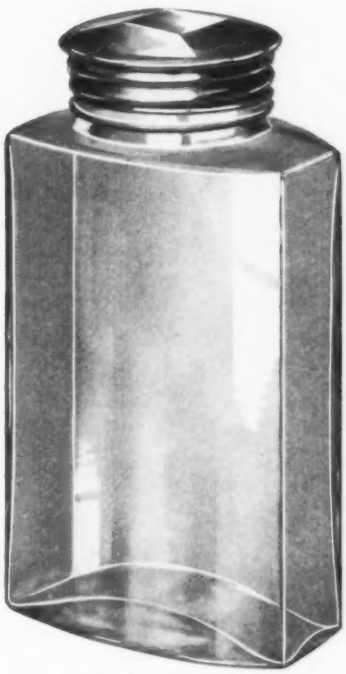
In all grades from 28 to 52% Natural Ester.

Sole Agents in the United States and Canada for

SCHIMMEL AND COMPANY, Miltitz (near Leipzig) Germany

and

CHAUVET & COMPANY: Cannes, France



6 and 12-ounce Bath Salt
Samples on request
Twenty-five cents each



Round Purse Bottle
1/5-oz. capacity

T. C. Wheaton Co.

Expert Bottle Blowers

Millville, N. J.

Telephone 235-236

Established 1888

NEW YORK OFFICE
165 BROADWAY
Telephone—Cortlandt 4917

CHICAGO OFFICE
14 E. JACKSON BOUL.



Hexagon Purse Bottle
2-dr. capacity
(Furnished with cap)

In the Final Analysis

WHAT singles out a perfume, a toilet water, or almost any toilet preparation for permanent preference? An attractive package? An inviting name? A beautiful label? The purest ingredients obtainable? Skill in manufacture? All are essential, but in the last analysis it is very largely the freshness, the novelty and the agreeable effect of the odor that leaves the most lasting impression in the purchaser's mind.

Our compound perfume oils are designed to fulfill this important function in every sense of the word.

Among our specialties are:

Oriental

Light and delicate in character. Suitable for perfumes, toilet waters and powders.
$25.00 per pound.

Lily of the Valley

An exquisite odor reproducing the aroma of the living flower. Suitable for the finest perfumes. $50.00 per pound.

Lemon

Made especially for use in creams. $10.00 per pound.

Lilac Veg.

$15.00 per pound

Rosoree

An excellent substitute for natural otto of rose, with which it may be mixed to reduce costs. $35.00 per pound.

Bouquet R-157

A very popular odor especially suitable for high grade talcum.
$20.00 per pound.

Musk Perfume Oil

Important fixative properties as well as a delicate odor are contributed by this oil.
$36.00 per pound.

Violet Carbo Ether

This article replaces Methyl Heptin Carbonate; is much cheaper and finer; a necessity for any Violet compound; gives green leaf effect to many perfumes, such as Rose, Violet, Lily, and Bouquets.
$25.00 per pound.

The FRIES & FRIES CO.

Cincinnati
1501 West 6th St.

New York
242 Pearl St.



Containers That Sell Your Product

The illustration below shows the Passaic Cosmetic Container using two tops and one bottom. The top lifts off easily making a convenient box for other things after your product has been consumed



Has Your Container Advertising Value?

A container that will be left on the dressing table in full view has an advertising value for your product.

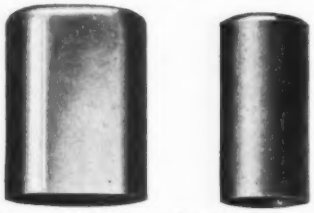
But the Passaic Pedestal-type Container has more than that. It is so unique and so beautifully lithographed that it will remain on the dressing table as a convenient receptacle for hair-pins, etc., long after your product has been consumed.

It has been so designed that by removing the cover and inserting it in the recess in the bottom of the base, it transforms the cover into a pedestal base and perfects a utility container of distinction. It can thus be used as a pin box, soap dish, button box or for a hundred other things. The consumer will readily realize the utility of this package and purchase another, and by the use of one base and two tops, they can create an elaborate receptacle as illustrated above.

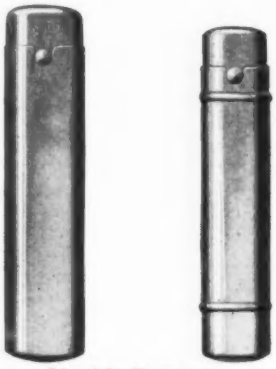
Passaic Metal Ware Company

PASSAIC NEW JERSEY

Metal Goods of Quality



Perfume Bottle Caps—Special Designs and Finishes



Lipstick Containers

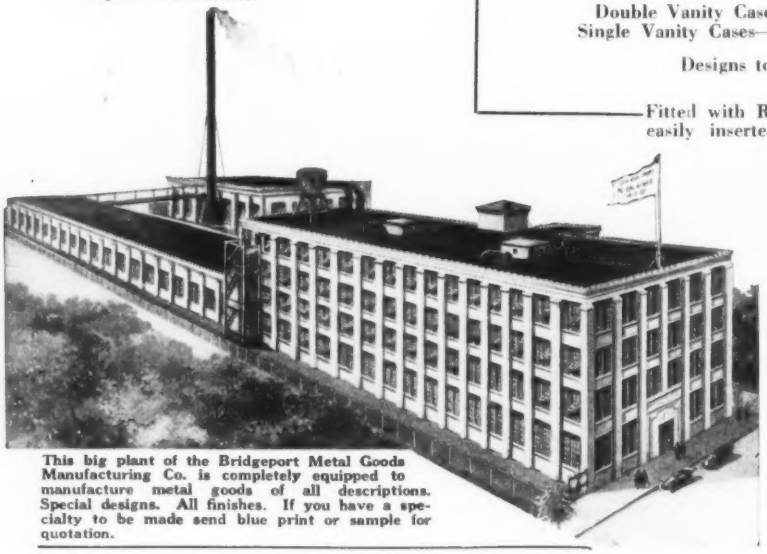


Ring to open Rouge compartment

Double Vanity Cases—2″ and 2½″,
Single Vanity Cases—1½″, 2″ and 2½″.

Designs to Order

Fitted with Refill device, compacts easily inserted or removed.



This big plant of the Bridgeport Metal Goods Manufacturing Co. is completely equipped to manufacture metal goods of all descriptions. Special designs. All finishes. If you have a specialty to be made send blue print or sample for quotation.

The Bridgeport Metal Goods Mfg. Co.

Established 1909

Bridgeport, Conn.

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Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



Current Observations

The first few months of 1924 have passed without changing the order of things with which the year was ushered in---here and there little bulges of political discord, which we must not allow to overshadow in any way, commercial problems. Follow the barometer---increased income tax returns freely reported. This is most significant.

A more conservative business swirl than during the years of turmoil is naturally imperative. The attrition of the winds must make its impression on the bare face of the rock. The present commercial problems call for the highest scientific investigation---human endeavor aided by governmental skill. Incompetency, particularly in a scientific line of business today spells disaster---it cannot survive the tide. A careful analysis of the commercial failures during the past two years divulges a reaction of the commercial war intoxication. Even efficient manufacturers have been victims of continuous extravagance---speculation---incompetency---in short, carelessness---lack of adaptation and reflection upon a country's readjustment---after a stupendous "boom." What does it all mean? From the writer's standpoint the present task commands that each manufacturer take a careful inventory of the particular commodities which he may be manufacturing, compare their consumption with that of four years ago---allow a fair discount margin for conditions and decide whether they should be improved---supplanted or discarded. We have been making a careful survey of the public whims; remember that the public buys the goods, and we have very successfully assisted thousands of manufacturers throughout the world to solve their problems. Business experience is the best X-Ray to diagnose a commercial equation. Since 1888 we have been forging our way along these lines---frequently brushing aside monetary remuneration so that the most may be obtained by the maximum number of manufacturers. No manufacturer can afford to remain still---the fantasies of the hour must be gratified. Synfleur line commands the utmost attention, not only due to its superiority and 100% standards, but it embodies unique, modernistic features when its application is followed by our scientific co-operation and manufacturing service. If a fan is looking for the latest improvement in a radio set, he appeals to the radio scientific experts. If a cosmetic or flavor manufacturer desires the latest and the most up-to-date, he will find Synfleur the minute hand of the age. Command us freely,

SYNFLEUR SCIENTIFIC LABORATORIES, Inc.



Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.



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Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America

Synfleur Trefle Materials

produce every shading of this popular and invaluable odor. Trefle materials may be had in the Synfleur line which produce remarkable perfume effects. Synfleur Trefle items have been found indispensable in thousands of manufacturing laboratories throughout the world. All of them are materials which impart the highest perfume value and intensity possible at the price.

Trecarnol=Synfleur

Trade Mark REG. U. S. PAT. OFF.

An intense, delightful Trefle flower oil, which produces most charming results and which will be found suitable for all perfumery purposes, wherever a most delightful Trefle character is desired. Pounds, $38.00. Ounces, $2.60

Trecarnol-D-Synfleur

Trade Mark REG. U. S. PAT. OFF.

Similar to Trecarnol, highly appreciated by manufacturers desiring to produce the delightful Trefle odor at a lower cost figure. Pounds, $26.00. Ounces, $1.85

Trecarnol-W-Synfleur

Trade Mark REG. U. S. PAT. OFF.

A very strong Trefle material, which is greatly valued where the most costly oils could not be employed. Pounds, $18.25. Ounces, $1.35

Orcheol=Synfleur

Trade Mark REG. U. S. PAT. OFF.

A Trefle perfume oil imparting most intensely charming Trefle effects.
Pounds, $12.00. Ounces, $0.95

Orcheol-D-Synfleur

Trade Mark REG. U. S. PAT. OFF.

Next in the list. A delightful perfume material, very popular for cheaper goods.
Pounds, $10.25. Ounces, $0.85

Orcheol-S-Synfleur

Trade Mark REG. U. S. PAT. OFF.

Trefle-T-Synfleur

Trade Mark REG. U. S. PAT. OFF.

Trefle perfume oils which make the popular odor possible in the cheaper line of toilet articles generally.

Orcheol-S-Synfleur: Pounds, $9.55. Ounces, $0.80
Trefle-T-Synfleur: Pounds, $6.75. Ounces, $0.65

Synfleur materials have solved the Quality problem for others. Quality assures success. Your order please.

Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
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Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America



Syringeol-Synfleur

Trade Mark REG U.S.PAT.OFF.

THE LILAC OF DISTINCTION

All the sweetness of the blossom---perfectly natural. Imparts the most delightful flowery effects of fresh Lilac blossoms, with all their charm.

Equally suitable for the richest and best perfumes, as well as for all toilet waters, vegetals and sachets. Invaluable for scenting cold creams---fatty or non-greasy. Produces most delightful effects in all toilet preparations.

There are Lilac products galore. We have many others, at all prices. But Syringeol-Synfleur is the favorite. Buy a pound and you will quickly realize, why.

Pounds, $18.00 **Ounces, $1.35**

A better product cannot be made. As one of the oldest perfumers wrote us:

> **"We have used more Syringeol than any other material and think it grand."**

You will think so, too, after a trial. Merely usual Synfleur Quality. It always wins.

Synfleur Scientific Laboratories, Inc.

Founded 1889, by Alois von Isakovics
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Synfleur Quality

REG. U. S. PAT. OFF.

Standard Perfume and Flavoring Materials
Manufactured in the United States of America

Cologne-M-Synfleur

Trade Mark REG.U.S.PAT.OFF.

Produces a delightfully refreshing German Cologne---one of the most popular materials on our list. For Cologne employ 1 lb. to 10 gallons. Very powerful and sweet.

Much used for perfuming toilet articles of all kinds---suitable for any perfumery purpose, where maximum of odor strength at minimum of cost is desired. Very popular in soaps.

Pounds, $12.75 Trial ounces, $1.00

Cologne Oil-Synfleur

Trade Mark REG.U.S.PAT.OFF.

For Colognes of the Farina type, delightfully refreshing and extremely strong. Suitable either for Cologne (1 lb. to 10 gallons) or for perfuming all toilet articles.

Pounds, $15.55 Trial ounces, $1.20

Cologne Oil-W-Synfleur

Trade Mark REG.U.S.PAT.OFF.

For cheaper Colognes---very durable---suitable for all perfumery purposes---much used in soaps.

Pounds, $10.55 Trial ounces, $0.90

Synfleur Scientific Laboratories, Inc.
Founded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.

An attractive and appropriate package, so made as to be thoroughly practicable and usable, is a certain means of increasing the value of its contents to the purchaser.

THE experience of a number of leading confectioners who have adopted Beautéboxes is that they pay beyond all expectations.

That agrees with the history of decorated metal packages for perfumery products. He who has used containers distinguished in looks and in serviceability has been glad of it.

American Can Company places at your service a wealth of experience and equipment. Canco decorated metal containers are notable in their capacity to stimulate sales.



On the front cover you will see this Persian pattern Beautébox in all its color brilliance. Made by American Can Company. An exclusively Huyler's design, originated by

Beautébox Inc
120 West 42nd St., New York

Beautébox
CANCO

American Can Company

NEW YORK CHICAGO SAN FRANCISCO

CANCO



William the Conqueror at Hastings

Battle of Hastings

Sixteen Decisive Battles of the World— No. 8

ENGLAND'S liberties are due largely to the Norman conquest. For, from it came the blending of Saxon independence with Norman skill and learning into a hardier race which ultimately gained world-wide dominion and ascendancy.

On a flimsy claim that on his death Edward the Confessor had promised William the succession and that his cousin Harold had ratified the pledge, the conquest was founded. A previous compact between King Magnus of Norway and Hardicanute for the Norman succession gave some color to the claim. However, on Edward's death, Harold was proclaimed king. William claimed the throne and invaded England to enforce his claim and at the Battle of Hastings, 1066 A.D., Harold defended his crown. He was killed in battle and his army routed. On the following Christmas day, William was crowned king of England. Since that time England has never been invaded.

Among specialties and items of interest recently contributed to the success of some leading American manufactured perfumes and specialties are:—

MM&R CITRONELLOL
MM&R METHYL ANTHRANILATE
MM&R INDOL C. P.
MM&R LINALYL ACETATE

MM&R COUMARIN

Extremely delicate of odor and free from any carbolic by-odors. A product worthy of your attention.

MAGNUS, MABEE & REYNARD, Inc.

257 PEARL STREET, NEW YORK, N. Y.

Chicago St. Paul Atlanta Boston

The Traveling Companion



THE sales of many toilet preparations now sold in large quantities in bottles or jars can be appreciably widened by packing them in convenient sized collapsible tubes.

A. H. WIRZ, Inc.

CHESTER, PA.

Established 1836 *Incorporated 1914*

NEW YORK OFFICE
30 East 42nd Street

CHICAGO BRANCH OFFICE
Cooper & Shuesler, 8 S. Dearborn Street

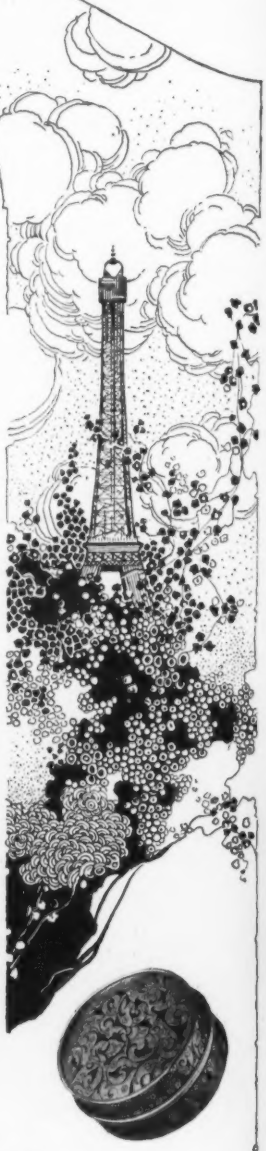
Containers of Refinement

in keeping with your product

THIS package, designed for an After-bath Talcum Powder, represents one of our foremost attainments in a field wherein we have given many years of specialization.

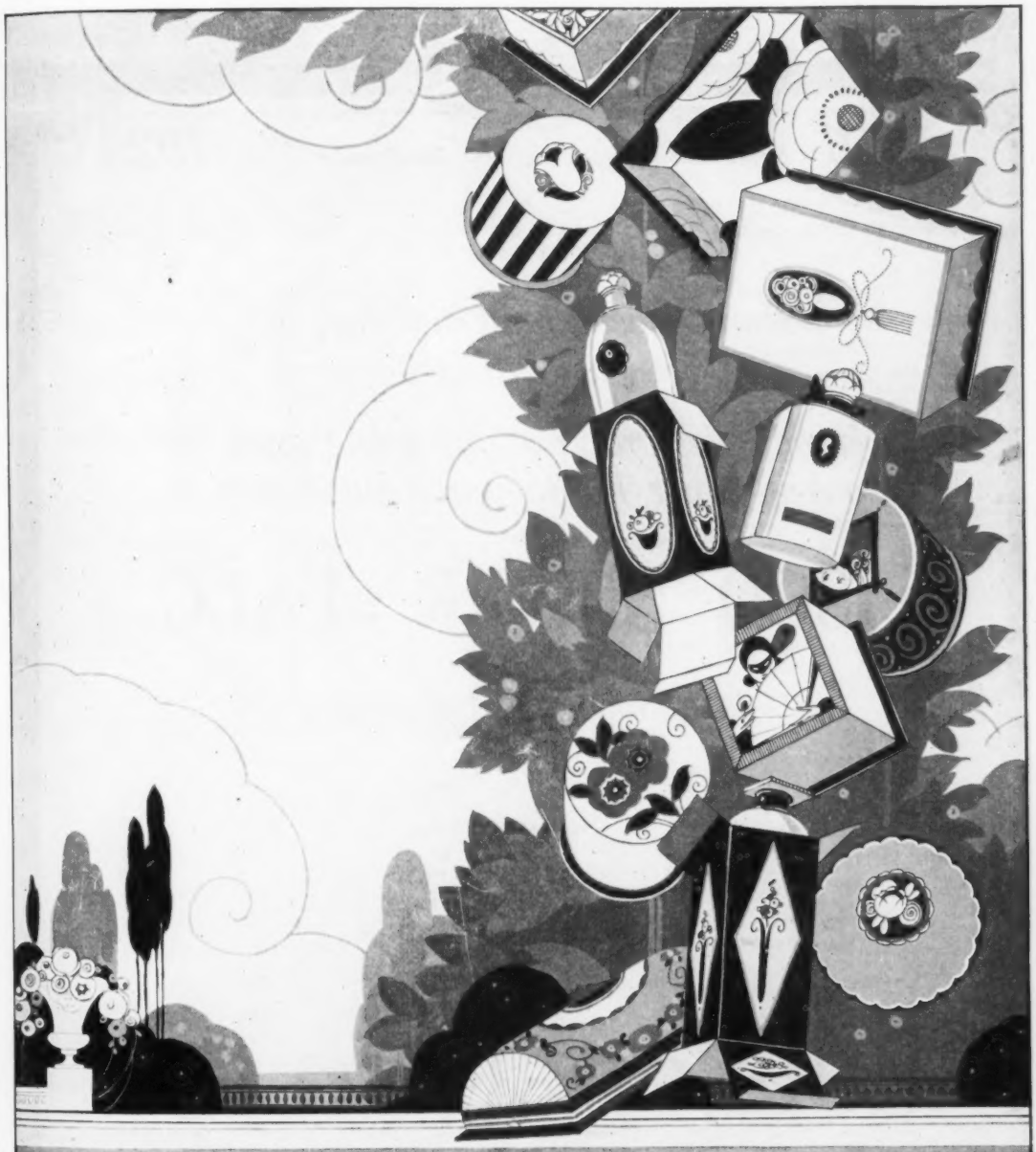
Daintiness and delicacy joins with practical constructive features, commending our facilities to the producer of Toilet Preparations whose initial claim rests upon the sales attraction of his packaged product.





EMPECO Metal
Face Powder Box
Made to order only

Metal Package Corporation of N.Y.
Sales & Executive Offices 110 E. 42nd St. New York City
Opposite Grand Central Terminal.
Plants-New York City, Baltimore, Brooklyn.
Chicago office: 64 West Randolph Street.



ADDISON LITHOGRAPHING Co

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BOSTON
Harvey D. Bodwell. 170 Summer St

NEW YORK
Wm. H Green, 469-5th Ave.

CARTONS LABELS BOX-WRAPS
LITHOGRAPHED

ISCO CHEMICALS

1816 *"Over a Century of Service and Progress"* *1924*

Rome wasn't built in a day, but it was built well—

Good toilet preparations aren't made in a day, either, but they are made well if

ISCO SILVER TALC

is adopted as a standard

You may draw upon stocks in

New York Boston Baltimore New Orleans
Philadelphia Chicago Cleveland San Francisco Los Angeles

INNIS, SPEIDEN & CO.

INCORPORATED

MANUFACTURERS, IMPORTERS, EXPORTERS OF INDUSTRIAL CHEMICALS

46 CLIFF STREET NEW YORK CITY



DELPHI

SERVICE

OIL OF ALMONDS BITTER, NATURAL, S. P. A.—OIL OF GERANIUM ALGIERS, PURE—OIL OF ALMONDS SWEET, U. S. P., Pure—OIL OF LAVENDER, U. S. P.—ALPA and MONT BLANC—OIL OF VETIVERT BOURBON—JAVA

CONCRETES

Jasmin Orris Rose de Mai

ABSOLUTES

Jasmin Mousse de Chene Orange Rose de Mai

FIXODORS

The Fixodors represent in all their intensity the natural odors of the perfume bases from which they are extracted and are of the highest possible concentration attainable. They are readily soluble in alcohol.

Ambrine Benzoin Civette Labdanum Olibanum Vanille

SURFLEURS

They are scientifically compounded perfumes of artificial origin distilled in the presence of the flower bearing its name, thus enriching the finished unit with a naturalness in aroma exceeded only by the flower itself.

Aubepine Carnation Heliotrope Jasmin Rose Violet Parme

EXTRAFLORS

Their foundations were laid by an acknowledged French expert and are offered to the American perfumers as meritorious bases affording him an opportunity to build the superstructure in accordance with ideas dictated by his individual requirements.

Ambre Chypre Bluebelle

ODOROLS

Are identical in odor with the Extraflors but manipulated to meet the requirements of manufacturers of toilet powders, creams and lotions.

Matzouka Narcisse Yladia

NATURAL CONCENTRATED FRUIT ESSENCES

These Fruit Essences are guaranteed pure and are made of the fruits judiciously selected, cultivated in the Grasse district.

The average percentage of employment is: Candy, 1%—Creams, 1½%—Flavoring Extracts 5%—Sodawater, ½%. *Caution*. They are to be operated at low temperature as possible.

Ananas	35% Alcohol	Cherry, black	36% Alcohol	Framboise	50% Alcohol
Banana	73% Alcohol	Fraise des Bois	57% Alcohol	Orange Douce	70% Alcohol

GRASSE **J. MERO & BOYVEAU** **FRANCE**

"ALBERT VERLEY'S RENOWN"

AROMATIC CHEMICALS FLORAL SYNTHETICS

To blend judiciously with the

NATURAL OILS

to really create new shades of fragrance with remarkable fineness and tenacity

Anthranilate Ethyl — Citral Citron Doux — Cyclo Geraniol — Irenia Alpha and Beta — Methyl Iridate Neridol — Nerol — Peolia — Rhodinol Extra

Aldehydes C 8 to C 12 100%, C 14, C 16 — Anthranilate Methyl of Methyl—Butyrate Butyl Butyrate Iso Butyl — Citranol — Valerianate Amyl — Valerianate Cinnamyl — Phenylbutanone.

ARTIFICIAL FRUIT ESSENCES

Extra Concentrated.

To be diluted in best alcohol in the proportion of 50 to 100 grammes per liter.

ISLE SAINT DENIS (SEINE) **ALBERT VERLEY** **FRANCE**

---

6 Factories 13 Awards

CONIFEROUS OILS, GUARANTEED PURE
Imported from Tirol, Austria

Oil Pine Pumilio U. S. P., pure.
Balsam or Dwarf Pine Needle Oil.

Oil Abies Albae
Silver Pine Needle Oil, highly recommended for perfumers and manufacturers of toilet preparations.

Oil Savin Genuine U. S. P.
Distilled from Juniper Sabina.

Oil Juniper Natural, and twice rectified—Terpeneless and Sesquiterpeneless.

Siberian Pine Oil

Erste Tyroler Latschenöl-Brennerei
THAL-ASSLING **Brüder Unterweger** **TIROL, AUSTRIA**

DELPHI PRODUCTS, Inc.
95 Beekman Street, New York City

Telephone—Beekman 1514 **Cable Address, "Incense"**

The Easter Parade and the Perfume Business

ASIDE from its deeply religious significance Easter is chiefly noted as the day on which the modistes, milliners, and other purveyors to Her Majesty, the American Woman, bring out their very latest confections and furbelows.

On that day every woman who can afford a new ribbon, or complete outfit, hies herself to her favorite place of worship to humble herself before her Maker and then, her devotions finished, joins the multi-hued throng which combines to form one of the most picturesque pageants in our modern American life.

It is not color alone which makes this annual spectacle such a gorgeous and diverting procession. Scents of every kind regale one's nostrils, and the trained perfumer can isolate many delicate odors.

Here is a ready-made occasion on which no woman of breeding would dare appear in public unless faultlessly groomed, and who will question that the proper fragrant bouquet odor that harmonizes best with her temperament is the final touch assuring perfection?

What a wonderful opportunity for the progressive perfume manufacturer to capitalize this annual sartorial orgy.

Manufacturers using our basic products need have no fear but that Milady Moderne will prefer their particular brand as against others using an inferior grade of synthetic chemicals.

We should be glad of an opportunity to show you our complete line.

SOCIÉTÉ CHIMIQUE des USINES du RHÔNE

HOME OFFICE
PARIS

Sole American Agents

RHODIA CHEMICAL COMPANY
89 Fulton Street
NEW YORK CITY

Bruno Court, S. A. *Grasse, (A. M.), France*

ESTABLISHED 1812
NATURAL FLOWER OILS

The Selective Factor

ADVICES from Grasse, the center of the French flower oil industry, have become almost monotonous in their repetition of references to sub-normal crops, depleted stocks, and advancing prices. Out of six flower oils reported on by the Grasse correspondent of "The American Perfumer" in the March issue of that publication, only one is referred to in what can be regarded as an optimistic tone.

Odor value is therefore assuming increasing importance as a factor in selecting flower oils; price very much less so. "What will it do?" and not "how much does it cost?" is what the discriminating perfumer, with an eye to the maintenance of the quality of his products, is asking when he buys. He knows that what a flower oil will *do* will determine what it will *cost*, not initially, but *ultimately*.

There are no "bargains" in flower oils today. But, there are "good buys", namely: flower oils of an odor value that is as tangible and as measurable a quantity as is the conventional unit of weight by which they are sold. As such, the natural flower oils of Bruno Court do but maintain the standard established for them by the founders of the firm in 1812.

Bruno Court Jasmin is still available at a markedly advantageous price

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The Re-Birth of the Single Flower Odor

THE perfume tests that were recently run at Columbia University and at the last Perfume Show in New York City by Dr. A. T. Poffenberger, associate professor of psychology at Columbia, again demonstrated that women, removed from the influences under which they usually buy perfumes and thus enabled to express an impartial choice, prefer the single flower odor to the bouquet type.

Six odors were submitted in "blind" packages: four single flower odors and two bouquet odors.

Lilac was the almost unanimous first choice. A bouquet odor was second choice. A single flower odor—Jasmin—was third choice. Then came another bouquet odor, followed by the two remaining single flower odors.

Various conclusions can be drawn from the results of these tests, the obvious one being that, in buying perfume, women are guided by prestige rather than by their sense of smell. In other words: the nose smells, but the label sells.

Another, and highly significant, conclusion to be drawn from the tests is that the single flower odor is coming back.

Several years ago a very comprehensive perfume test was run in New York City, with results that were at absolute variance with those of the more recent tests. At that time, bouquet odors were preferred by a wide margin. The fact that single flower odors are now preferred would seem to indicate that public taste has undergone a marked change.

Another straw that seems to point the direction of the wind will be found upon examining the nature of the odors of sev-

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eral of the outstandingly successful perfumes created during the last few years. The names of these perfumes suggest bouquet types; but, the odors themselves show a decided leaning towards the single flower type. So cleverly have these compositions been developed that, while they create an initial bouquet effect, they bring up an intriguing, haunting memory of a familiar note. The note is that of a single flower.

These new compositions show a simultaneous appreciation of the growing trend and of the fact that changes in fashions, in tastes, in habits, are questions of evolution rather than of revolution. There are no violent upheavals—no marked upward and downward movements. The single flower odor is therefore emerging slowly from the bouquet odor. By almost imperceptible degrees will it shed its multi-noted chrysalis to eventually re-appear in its pristine purity.

The development of compositions of the new "bouqueted single flower" type, compositions that, while in harmony with the prevailing mode, sound an anticipatory note of the eventual dominance of the single flower, offers the perfumer an intensely fascinating and potentially profitable field of study. In the "Senteur" series of aromatic bases* he has at hand the means of creating a core of sensuous, voluptuous notes penetrated by a note of transparent and appealing simplicity. Experiments with these bases, samples of which we will gladly send upon request, may tap hitherto unopened veins exceptionally rich in potential perfume successes.

**This series consists of the following bases, each expressing one of the five major scent notes: "Narsenteur", expressing the overwhelmingly popular Narcissus note; "Viosenteur", bringing out the Violet note in all its innate delicacy; "Lysenteur", developing the ever-delightful Lily-of-the-Valley note; "Jasenteur", rendering the Jasmin note with a superb intensity; "Rosenteur", enunciating the indefinable and incomparable Rose note. (Trade names registered by U. S. Patent Office.)*

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P. Robertet & Cie Grasse, France

Some Noted Specialties

THE results of concentrating all of the resources of a highly skilled technical organization upon the production of a small group of products is well illustrated by the prestige that the natural flower oils of the house of Robertet have achieved among perfumers. The superb quality of Robertet *Jasmin Absolute* and *Jasmin Concrete, Rose Absolute* and *Tuberose Concrete* has been an influential factor in a number of the outstanding perfume successes of recent years. We will gladly send samples and prices of Robertet specialties promptly on request.

Muguet Robertet

THE item that has perhaps contributed most towards establishing the reputation of the house of Robertet among perfumers is that noted Lily base: Muguet Robertet.

The dominant note in Rose and Lily compositions is imparted by the Lily base. Figuratively speaking, it may be called the soul of Rose and Lily perfumes. As such, its character exercises a powerful influence upon that of the composition: it may either make or break it. Consequently, in selecting a Lily base, all other considerations must bow to quality.

As a Lily base Muguet Robertet enjoys—and deservedly so—a world-famous reputation. Known for the results that it yields, it is essentially a product that is bought on the basis of "quality first."

Muguet Robertet is never sold in other than *sealed original packages.*

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Rhodinol Absolute

RHODINOL Absolute Morana is a typical illustration of the results achieved by undeviating adherence to manufacturing standards that have quality as their goal.

The dominant qualities of Rhodinol Absolute Morana are its rosy sweetness, undefiled by even the slightest suggestion of a by-odor—its lack of any tendency to sour—its colorlessness—and the tenacity of its initial sweetness, even after drying out on the test strip. These characteristics stamp the purity of the product: they are the undeniable proofs of its entire freedom from blending.

In those modern types of odors of which Rose forms the base, particularly in light and delicately colored compositions, the use of Rhodinol Absolute Morana yields results comparable only with those that follow the use of the natural product.

Samples will be sent gladly upon request. We suggest that they be compared with those of the best imported brands.

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Christo Christoff Kazanlik, Bulgaria

Otto of Rose

IN ALL lines of products, certain brands are the recognized measuring sticks of quality. In Otto of Rose, Christoff's CXC brand is the generally accepted standard. The prevailing conditions in the Otto of Rose market make this preeminently a time for comparing first and then buying. Christoff's Otto of Rose is sold only in sealed, original coppers containing either 4, 8, 16, or 32 ounces. Sample and price sent promptly on request.

Salv. di Dco Rognetta Reggio-Calabria, Italy

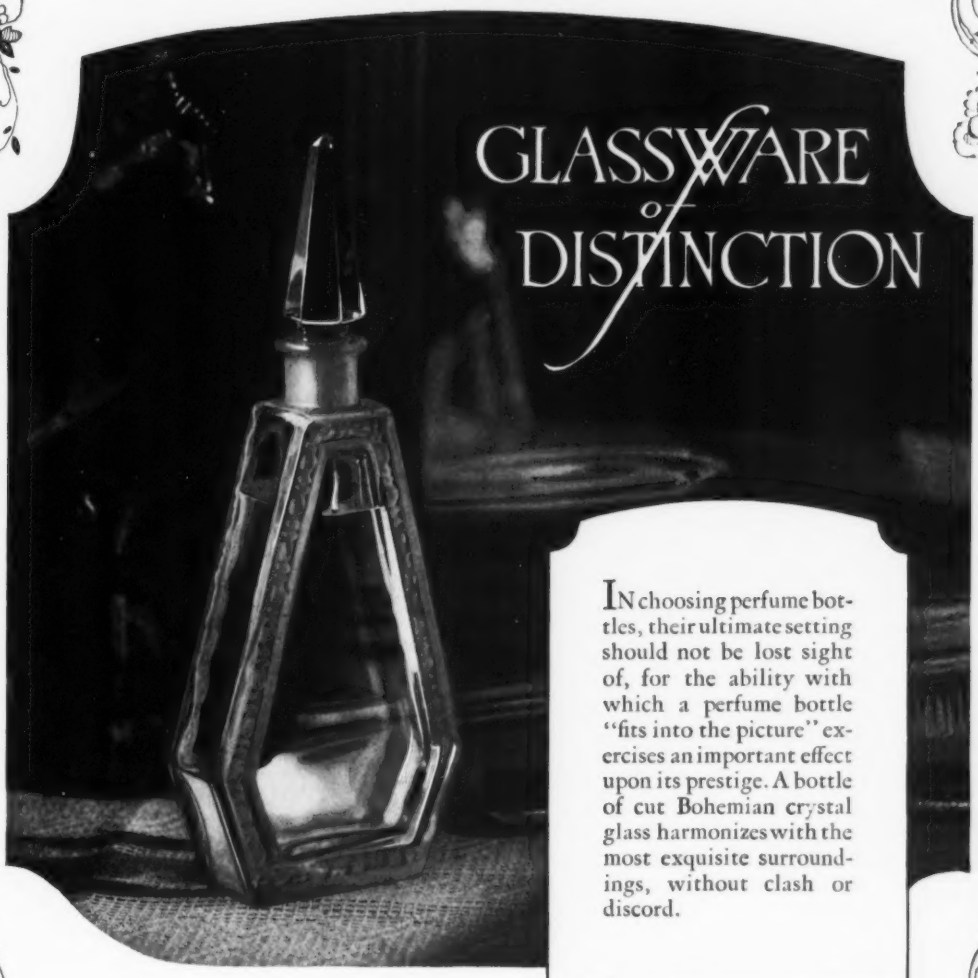
Bergamot

THE odor value of Bergamot is directly proportionate to its ester content. This, therefore, is the determining factor to the discriminating purchaser. Bergamot Rognetta, with from 40 to 45 per cent of ester, has an odor value that makes price a mere matter of detail in selection. A sample will speak for itself. Sent promptly on request.

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IN choosing perfume bottles, their ultimate setting should not be lost sight of, for the ability with which a perfume bottle "fits into the picture" exercises an important effect upon its prestige. A bottle of cut Bohemian crystal glass harmonizes with the most exquisite surroundings, without clash or discord.

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Irine Extra Pure

THE extent to which Violet is incorporated in compositions makes the quality of the product with which the Violet note is sounded of the utmost importance. Unless the quality is irreproachable, the Violet note becomes a discord in the formula instead of a source of harmony.

Irine Extra Pure sounds the Violet note with a sweetness, with an exquisitely smooth mellowness, free from the slightest blemish of a discord in the way of a chemical by-odor. These characteristics, which are rarely encountered in aromatic chemicals, are the direct results of certain exclusive manufacturing processes that we have developed in our plant at Elizabeth, N. J.

To bouquet odors of the modern type, Irine Extra Pure contributes the note in which lies the secret of the constantly mounting prestige enjoyed by these creations.

In creams and powders, in which the initial odor value is so frequently lost or depreciated upon the application of these products to the skin, Irine Extra Pure is of particular value, inasmuch as it assures the sustentation of the Violet note.

In soaps, particularly in liquid and paste shampoos, Irine Extra Pure withstands successfully the deteriorating effects of traces of alkali.

We will gladly send samples of Irine Extra Pure upon request.

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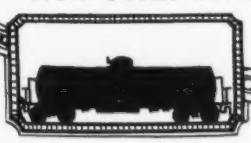
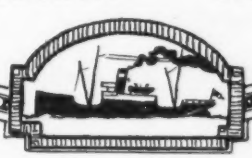
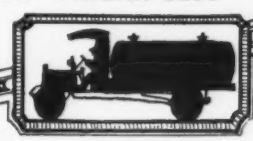
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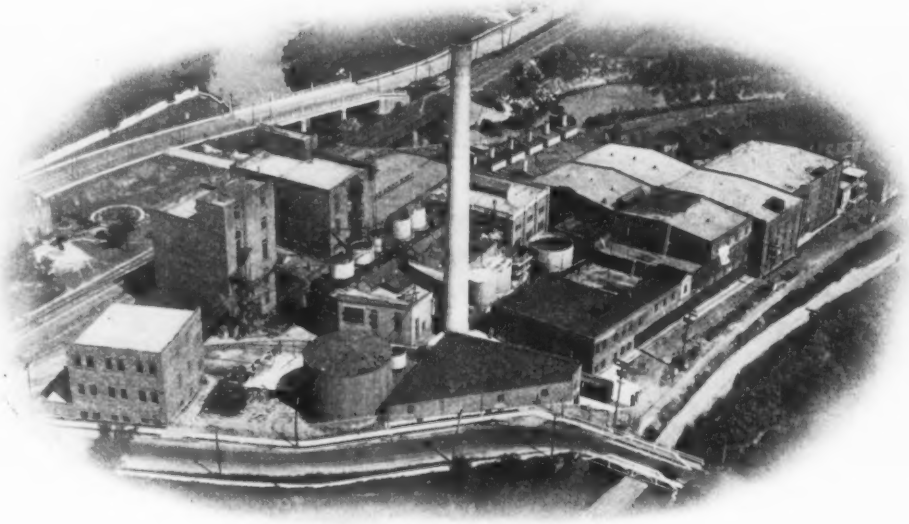
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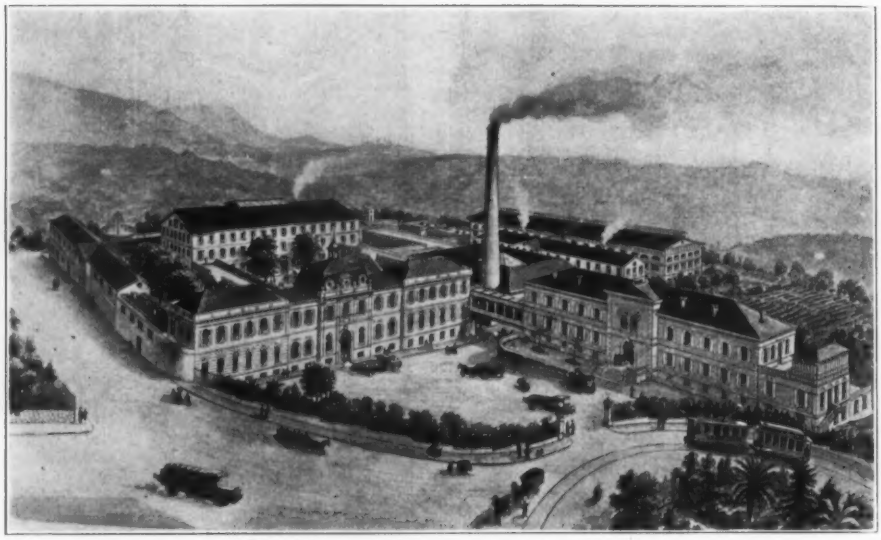
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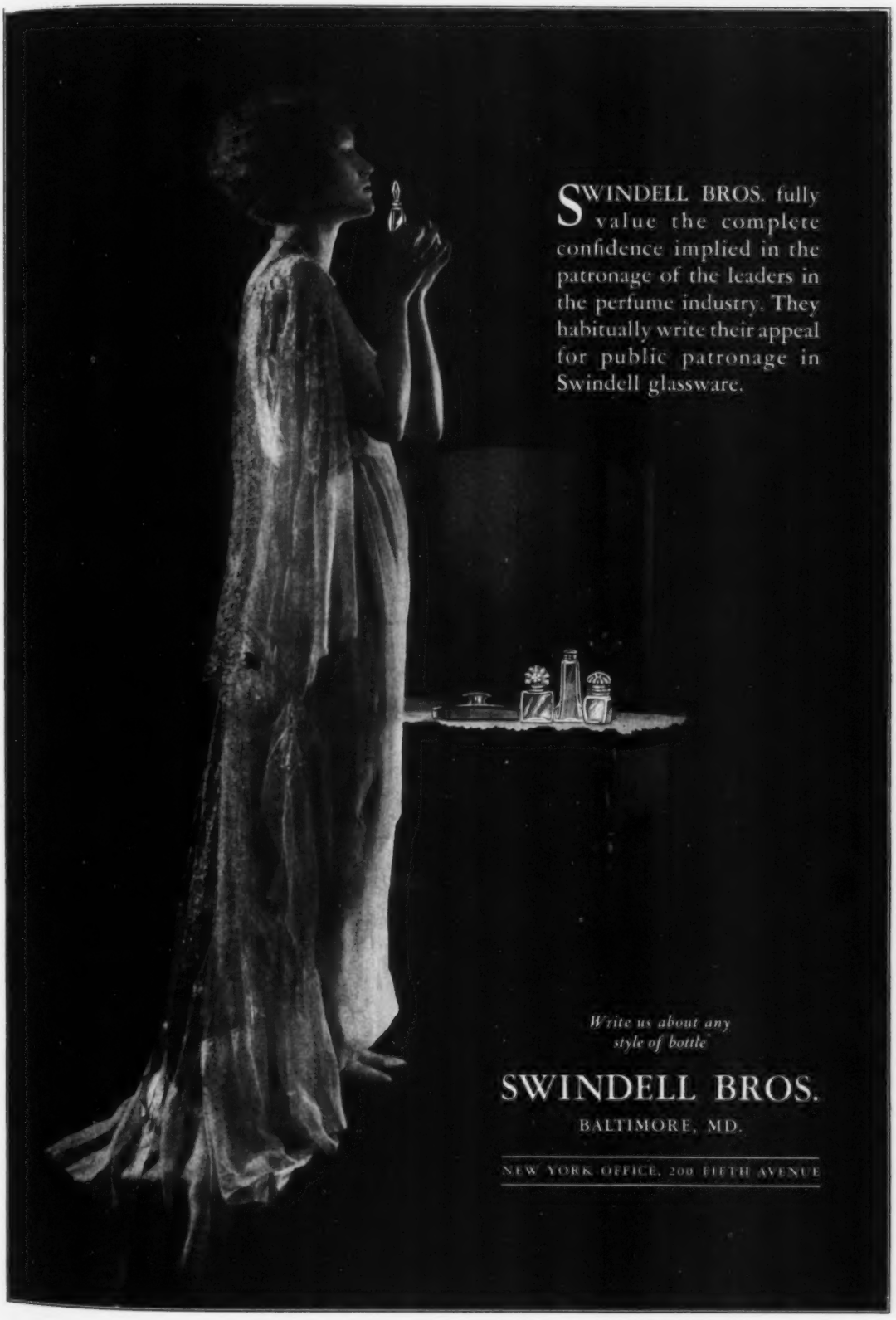
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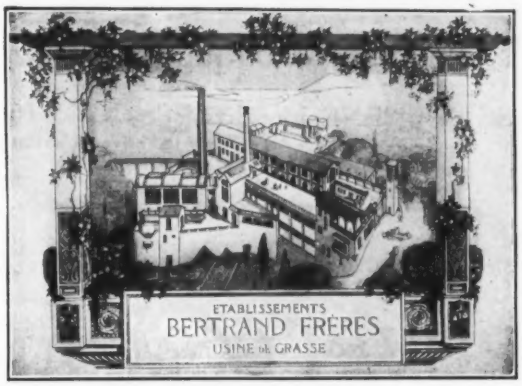
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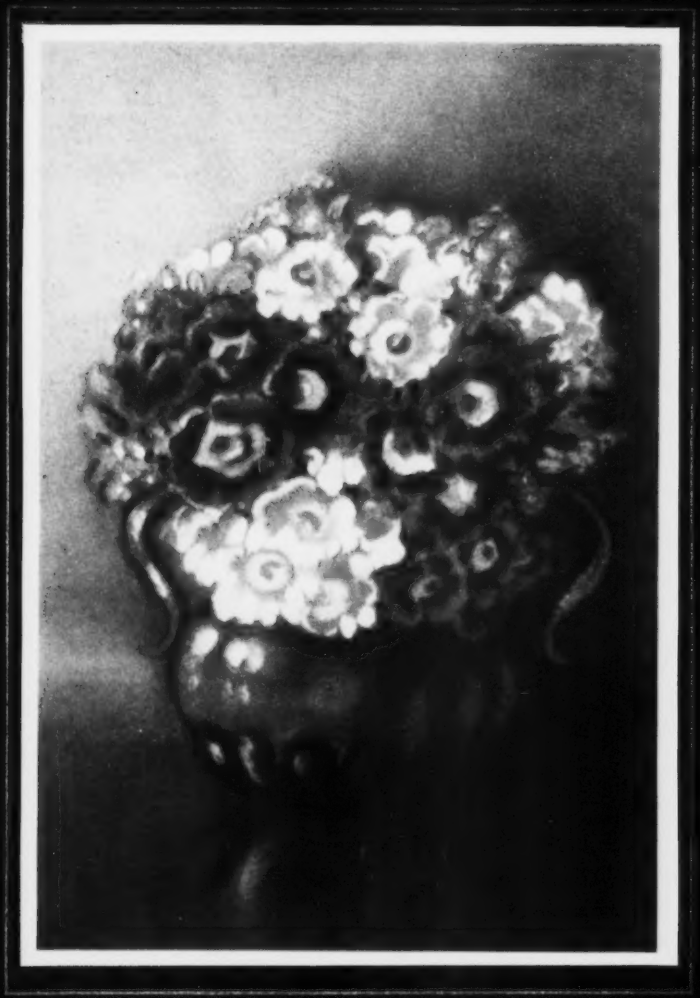
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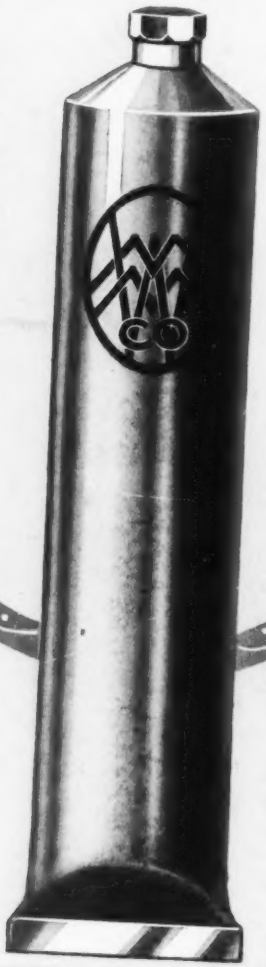
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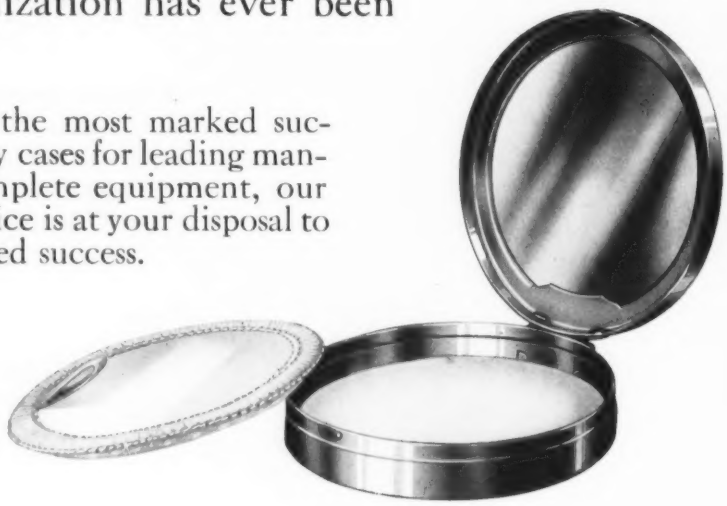
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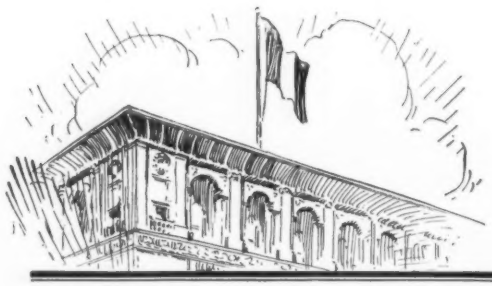
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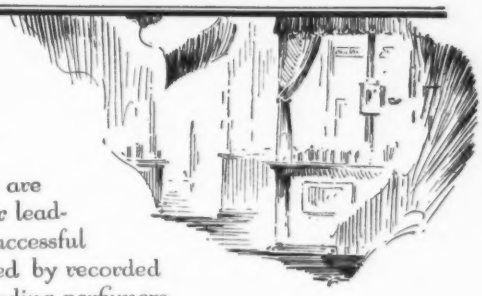
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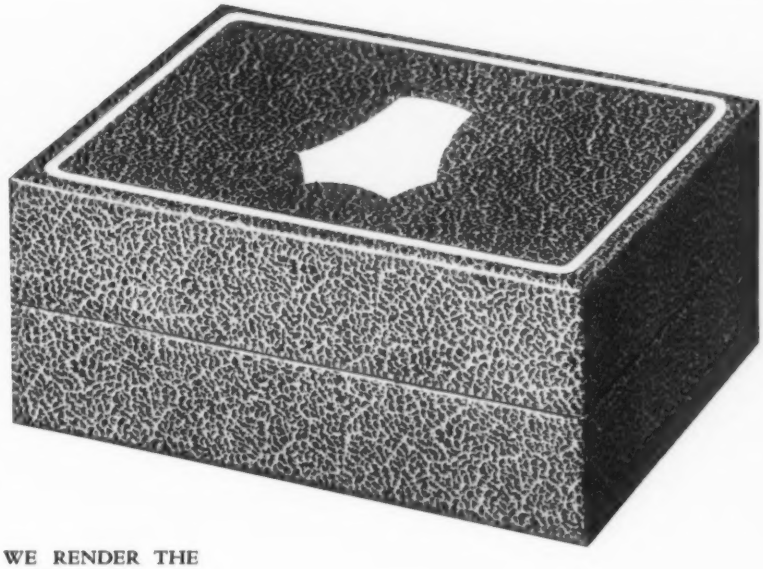
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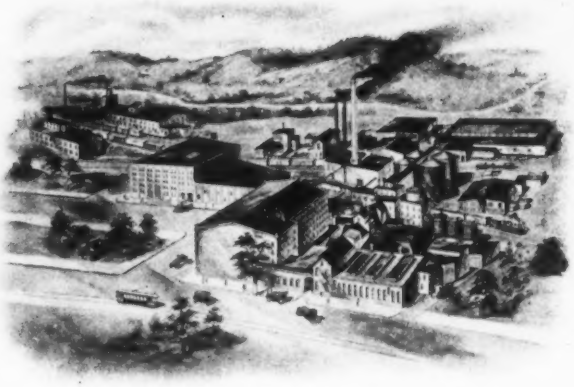
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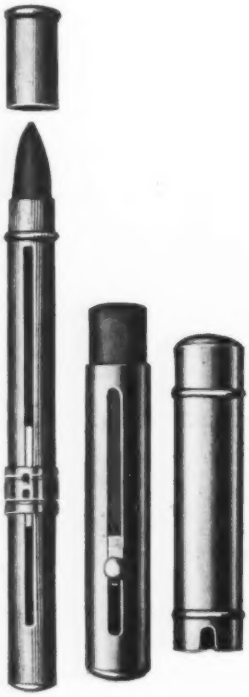
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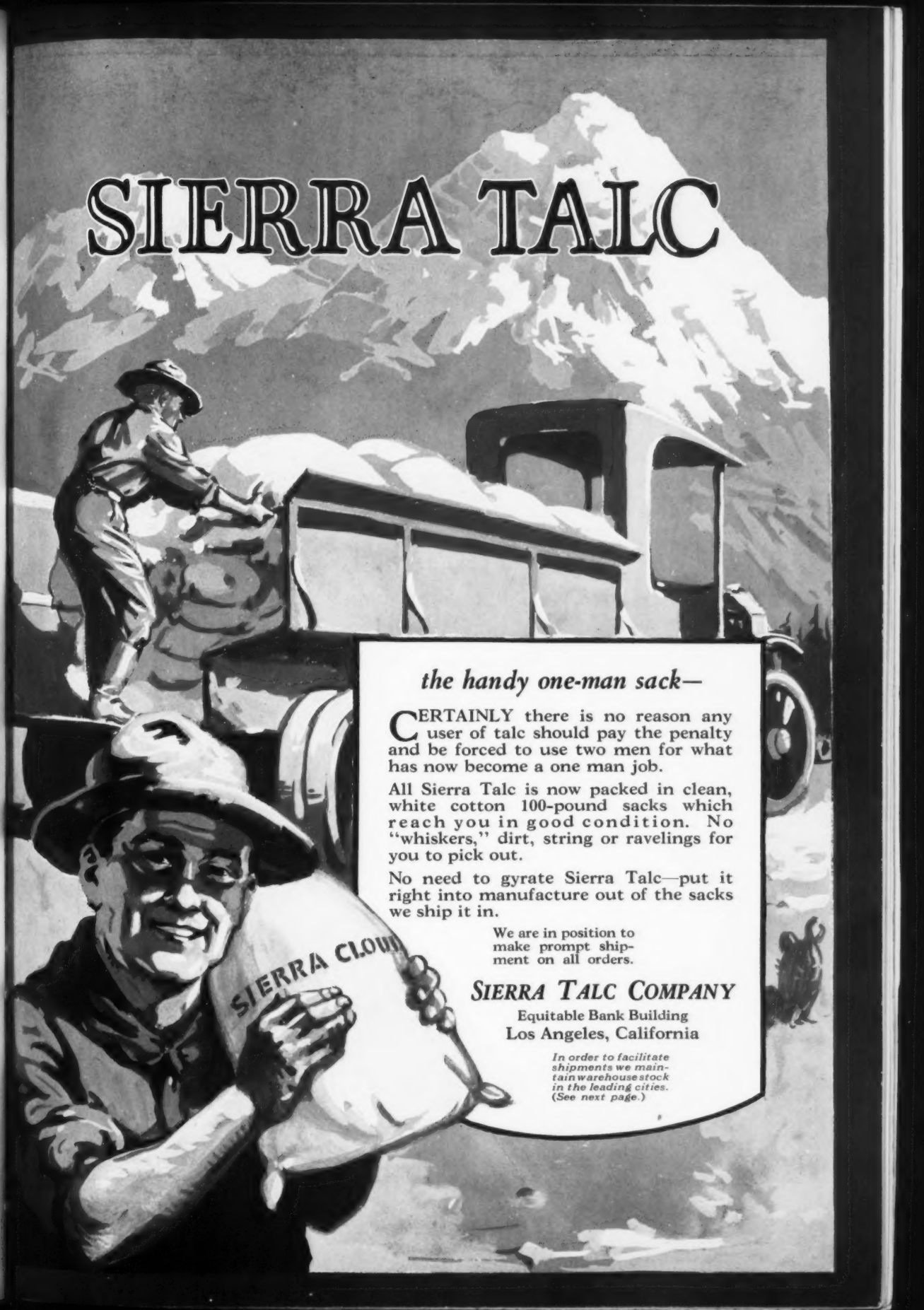
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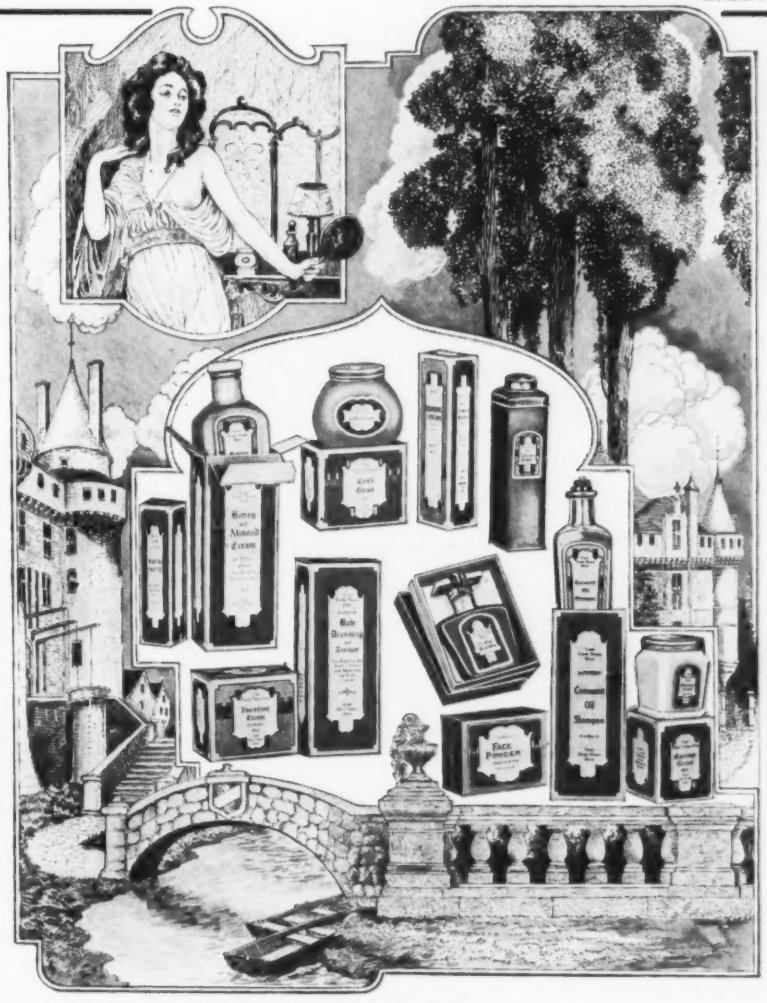
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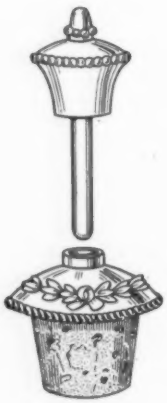
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CONTRIBUTING EDITORS

DR. CLEMENS KLEBER, Clifton, N. J.
Raw Materials.

PROF. CURT P. WIMMER, Columbia University, N. Y.
Toilet Preparations.

DR. EDGAR G. THOMSSEN, Winona, Minn.
Soaps.

DR. R. O. BROOKS, New York.
Flavoring Extracts.

RICHARD B. FRANKEN, New York University.
Packages.

HOWARD S. NEIMAN, New York.
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FOREIGN TRADE FIGURES FAVOR A. M. T. A. ON EVE OF ITS 30TH MEETING

Elsewhere in this issue we are printing some interesting information regarding the thirtieth meeting this month of the American Manufacturers of Toilet Articles, in succession to the famous old Manufacturing Perfumers' Association of the United States, the idealic spirit of which lives and breathes even more intensely in the powerful organization which has grown out of the meeting back in 1894 when the original members, assembled in Delmonico's in New York, elected these as the first officers:

President, Bowles Colgate; *Vice-President,* Alfred G. Wright; *Secretary and Treasurer,* Henry Dalley.

Executive Board, John H. Winkelmann, chairman; Frederick F. Ingram, Theo. Ricksecker, Chas. S. Kirk and Robert C. Eastman.

Others who soon afterward held office in the early days included Adolph Spiehler, Richard A. Hudnut, Gilbert Colgate, James E. Davis, Sturgis Coffin, Harry S. Woodworth, and a score of others who blazed the way for the splendid work that has been done to elevate conditions and protect the industry from the attacks of politicians and lawmakers and from other inimical sources.

But a history of the early days only would have to be broad and full enough to mention all of the men who paved the way for the present remarkable progress in the perfumery and toiletry industries. Some have passed to their Maker, others have retired, a few more still are in the harness, but for all of them there is an affectionate regard in the minds of the members of the industries. Some day the early history of this important association must be written for the benefit of the newer generation that recently has been coming into control of affairs.

* * * * * * * *

This is neither time nor place for reminiscences. The A. M. T. A. holds its thirtieth annual meeting this month and there must be thought of the present and the future of the trade. Figures on various phases are of value as showing the general trend. In our February issue, on pages 611 and 612, we printed the complete import and export figures for 1923, giving comparisons with 1922. In March we printed some minor additions of relatively little importance, but interesting. Briefly the statistics showed a fall-

ing off in imports and an increase in exports of commodities in the perfumery and toilet industries.

Through reports which we have received from the Department of Commerce it is possible now to give a new slant to our foreign trade based on imports and exports for January, 1924, with comparisons with 1923, and with the same information for the seven months ending February 1 in both years. The statistics again are encouraging to the American industry. If there has been any serious attempt to enlarge the foreign invasion it has been in the direction of placing foreign manufacturers in this country upon an equal footing with our home manufacturers in the important elements of labor and material and other production costs. Labor, in fact, is one of the most burdensome problems, both here and abroad (for foreign workers are ever striving for increases from their low wages), of the several that enter into competitive costs in manufacturing cosmetics and perfumes on either continent.

The Government returns for the seven months still carry the abnormal imports due to the Tariff Act of 1922 going into effect, so allowance must be made for it in considering the following table on imports, which shows that the New Year starts off with decreases in imports of finished products and perfume materials (not including essential oils):

Imports of Perfumeries, Cosmetics, Etc.

	January		7 Mos. to Jan. 31	
	1923	1924	1923	1924
Perfumery and cosmetics..	.....	.....	[1]$2,263,969	.....
Perfumery, bay rum and toilet water.....	$170,901	$139,520	[2]1,136,792	$1,331,124
Perfume materials	188,611	102,918	[2]958,045	1,409,533
Cosmetics, powders, creams, etc.	55,559	49,659	[2]291,195	450,232
Totals	$415,071	$292,097	$4,650,001	$3,190,889

[1] July to Sept. 21, 1922. [2] Beginning Sept. 22, 1922.

Imports of essential oils fell off from January a year ago, but nearly maintained their balance for the seven months in comparison with the previous similar period. This is not remarkable in view of the increasing use of American synthetics when and where possible by American toiletry manufacturers. A new feature just started in the reports is the segregation of geranium, rose, thyme and sandalwood oils. The seven months, allowing for the abnormal Tariff Act comparison, would indicate that our manufacturers are very handsomely increasing their purchases of these primary materials for perfumes, cosmetics and toiletries. Despite the Tariff change the drop for the seven months is only about $60,000, as will be seen by the following table:

Imports of Essential and Distilled Oils

	January		7 Mos. to Jan. 31	
	1923	1924	1923	1924
Geranium	.....	$10,980	.....	[2]$10,980
Otto of rose.....	.....	9,030	.....	[2]9,030
Thyme	.....	888	.....	[2]888
Bergamot	$27,720	25,567	[1]$132,544	109,562
Citronella and lemongrass....	57,685	31,646	[1]204,092	270,985
Lavender	89,571	21,159	[1]218,404	215,378
Lemon	23,995	19,243	149,713	121,683
Orange	41,203	46,332	[1]133,476	220,213
Sandalwood	.....	16,025	.....	[2]16,025
All other.....	299,662	116,730	1,923,910	1,727,012
Totals	$539,836	$297,600	$2,762,139	$2,701,756

[1] Beginning Sept. 22, 1922. [2] Beginning Jan. 1, 1924.

But the best news for the A. M. T. A. meeting is the record shown in exports of perfumeries and cosmetics. Unfortunately the soap industry has made little progress and its figures are not included in this survey of the situation. As will be recalled the returns which we published in February showed a gain of about $570,000 for 1923 over 1922 on exports of American perfumeries, cosmetics, etc. This gain is carried along for January, 1924, and for the seven months ending February 1, 1924, as the table below shows:

Exports of American Perfumeries, Cosmetics, Etc.

	January		7 Mos. to Jan. 31	
	1923	1924	1923	1924
Perfumery and toilet waters..	$46,571	$25,555	$338,491	$297,425
Talcum and other toilet powders	110,212	105,428	754,149	924,386
Creams, rouges and other cosmetics	82,555	130,476	599,780	709,009
Dentifrices	173,047	173,047	1,469,745	1,368,799
Other toilet preparations.....	63,158	90,098	622,519	677,199
Totals	$475,543	$524,619	$3,784,684	$3,976,818

Surveying everything and taking it all together there is every reason for the A. M. T. A. to look forward to increased growth in the industry. It is true that there has been a serious slump in the mud-pack phase of cosmetics, but that will have practically no effect upon the general industry. A new fad is likely to appear soon to replace it.

Meanwhile the great American public will proceed to reduce the inequality of an expenditure of $56 a head for automobiles as against $1.25 per person for perfumes and cosmetics.

The terse and conclusive dictum of *Nation's Business*, the official organ of the Chamber of Commerce of the United States, still holds good: "Experts call the cosmetics field the best one for trade cultivation."

PLAYING IN PROSPERITY'S BAND

Time, Tide and Opportunity wait for no man, but it is the fellow who sees his Opportunity and backs it with Advertising who gets a chance to play in Prosperity's Band.—*Ren Mulford, Jr., via Western Druggist.*

HEARING ON OBNOXIOUS CRAMTON BILL

Spokesmen for our industries, Mr. Spiehler, Dr. Ittner, Mr. Bond, Mr. Crounse and others at the hearings on the Cramton bill to create a prohibition czar, put the claims of industrial alcohol users under the Constitution and the Volstead law on strong grounds, as will be observed by the report of our Washington Correspondent, printed elsewhere in this issue. One of the bad features is that the Anti-Saloon League apparently has a majority in the House Judiciary Committee. Another ugly phase is that while the drys may not be able to put their pet project through at this session of Congress nevertheless they may require watching clear up to March 4, 1925. It is one of the parodies of our government methods that legitimate business interests can be harassed as they have been by bills like Cramton's and that they are forced to keep on fighting for months and years to stave off the fancies of fanaticism.

INDEX FOR THE PERFUMER, VOLUME XVIII

The Index of Volume XVIII of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, which ended with our February issue, will be printed and distributed separately to those of our readers who will send in requests for copies. Because of the larger number of items than in previous volumes and the new system of trade note and cross indexing, the compilation has progressed less rapidly than we expected, but it will be available soon after this issue reaches our readers.

FASHIONS IN COSMETICS OFTEN CHANGE, BUT THE INDUSTRY GROWS STEADILY

Fancies in odors, facial appearance and attire are just as subject to the whims of femininity as are the vagaries of the four winds of heaven in their effects upon the universe. Without going into the subject intensively it may just now be cited that there is a growing apprehension on the part or even some prominent persons in the allied industries that with the apparent although possibly not real decline in some branches everything is going to the "demnition bow-wows."

The mud-packs, as a prime fashion, seems in the opinion of some expert observers to have run its race. This may be true in part regarding the mud-packs put out by manufacturers who expect the public to pay anywhere from $2 up to $5 for small containers of "beauty clay" which the American Medical Association last November made the subject of an attack, which was printed throughout the country, and which told the women of America that for 20 cents they could get the ingredients at any drug store. Women could make their own beauty clay. Average femininity is fascinated by toiletries and here was an easy and cheap method of doing the whole operation in the privacy of the boudoir.

New beauty shoppes and parlors are springing up all over the country every day (observe it is not weekly but daily), and in all of them the mud-pack for the face is a feature, but here is the deadly fly in the manufacturer's pot of profits. The operators of all of these new enterprises are rolling their own ingredients into their own pet, personally endorsed preparation, made with a little kaolin, one of the cheapest items a drug store offers, some water, a dash of perfume, a little glycerine, following the A. M. A. formula. Naturally the $2 to $10 a small jar manufacturers are in the doldrums, one large company becoming peevish, but there is no reason why they should despair. The "Money in Mud" has not all been extracted. Revision of their prices and methods, by eliminating fabulous profits, might easily convert their present status into a safe, secure and permanent industry.

Mud-packs at popular prices can hold the game. Mud-packs will be used by womankind more or less until the end of time. They have been used as far back as ancient Rome and Greek traditions go; Moses was found in the mud of the bulrushes and in America the aboriginal Indians of the gentler sex used the mud of the streams and brooks for cleansing and beautifying purposes. It is altogether too much to say that mud is a fad, or a fashion. As a matter of fact our forbears, who had not yet discovered soap, used it with water as cleanser.

Sand, a first cousin of mud, is used often at the big bathing beaches for the similar purposes, but nobody yet has thought of putting up a couple of ounces of sand, mixed with glycerine, some water and a dash of perfume, into a jar and charging $5 for it. Still it could be done. And it might last as long as mud at $10 if the advertising agents could employ enough fanciful suggestion in their announcements.

Getting right down to the bottom of the facial clay volcano, if the expression may be used advisedly, the trouble as we have shown really is not a trend in the change of cosmetics fashions, but simply the same sort of thing that once had some slight effect on the perfumery industry. It will be recalled by our older readers that at one time the newspapers printed myriads of articles showing how our ladies could grow a rose bush in the back yard and through simple methods obtain enough rose perfume to last them until the next year. There were variations of this propaganda. Nobody, so far as we know, ever discovered its origin. If there was anything sinister in it as against the perfumery industry nothing of the sort was apparent, for it was obvious that the campaign was run by growers and purveyors of flowers, for the purpose of increasing their sales.

The temporary harm to the perfumery industry was much more than offset by the attention which was given to odors by thousands of women who previously knew perfume only as a word. So it may be with the mud-pack phase of the industry, provided the promoters put it on a new, sane and popular basis.

In any event, the perfumery, cosmetics and toilet goods industry in America has struck its stride and will go on, steadily and strongly regardless of whim changes or the inability of some members to measure the public's wishes, antipathies and desires in any particular branch.

OUR ADVERTISERS

COMMERCIAL LABORATORIES, INC.,
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Gentlemen: The American Perfumer & Essential Oil Review is on our preferred list for increase in space. We have always obtained good results from our advertising with you, and appreciate the co-operation which you have extended at all times.

Yours very truly,
Commercial Laboratories, Inc.
F. K. Winegard, General Manager.

COTY vs. PRESTONETTES DECISION CLEARS DOUBTS ON TRADE MARK RIGHTS

Elsewhere in this issue we are printing the clear cut and (to the trade) somewhat surprising decision of the United States Supreme Court granting the petition filed by the defendant in the action of Coty vs. Prestonettes.

The opinion, which lacked only one Justice's vote of being unanimous, seems to settle the refill and rebottling contention with reference to trade marks as elements in any controversy for some time to come. There is no appeal from this judgment. New facts and new situations and new contingencies only will get this particular phase of trade mark litigation again before the United States Supreme Court. It is interesting to note that the Court follows the principle of the rebottling of Old Crow whiskey, which, the opinion ingenuously says might once have been rebottled by anybody "if he stated that he did the rebottling or dividing up." The same principle applies now to flour and other commodities, including toilet articles, of course.

In its final paragraph the decision enunciates the principle of trade mark law that the issue is whether the plaintiff (Coty) has the naked right alleged to prohibit the defendant (Prestonettes) from making even a collateral reference to the plaintiff's mark. The decision in favor of Prestonettes is at once noted in "Decree reversed."

UNITED STATES SUPREME COURT FINALLY BARS "FISHING" FOR EVIDENCE

American Fair Trade League calls attention to a decision of the United States Supreme Court, March 17, in the American Tobacco appeal case in which the court reaffirms a dictum of importance not only in the work of the Federal Trade Commission, but which affects all sorts of legislative and other inquiries of a quasi-judicial nature in which business concerns and individuals often are put to much trouble in attempts of half-baked public "benefactors" to prove the truth of mere suspicions. Its importance, outside of the mere test case, as applied to business generally when menaced by any one of the myriad of investigating committees and individuals is worth remembering. In the action at bar the Supreme Court held that the Federal Trade Commission has no authority to direct a corporation to deliver for examination all its papers and records, on suspicion that there may be among them evidence of violation of the law. The opinion, which was unanimous and rendered through Justice Holmes, further restricts the Commission from "fishing expeditions" in business. The Court said:

"The mere facts of carrying on a commerce not confined within State lines and of being organized as a corporation do not make men's affairs public, as those of a railroad company now may be. *Anyone who respects the spirit as well as the letter of the Fourth Amendment would be loath to believe that Congress intended to authorize one of its subordinate agencies to sweep all our traditions into the fire, and to direct fishing expeditions into private papers on the possibility that they may disclose evidence of crime.* We do not discuss the question whether it could do so if it tried, as nothing short of the most explicit language would induce us to attribute to Congress that intent.

"The interruption of business, the possible revelation of trade secrets, and the expense that compliance with the Commission's wholesale demand would cause are the least considerations. *It is contrary to the first principles of justice to allow a search through all the respondent's records, relevant or irrelevant, in the hope that something will turn up.*"

Much of the complaint and criticism which has been leveled at the Federal Trade Commission has been due to alleged abuse of its inquisitorial powers. With this element of friction removed, or reduced, by this restriction upon its authority, it may well be that the Commission's constructive work and accomplishments toward higher standards of trade practice will be more generally recognized.

IMPETUS FOR TRADE ARBITRATION

Together with the nation-wide work being carried on by the Arbitration Society of America, two court decisions rendered within the last sixty days have given a strong impetus to the Arbitration movement. One by the U. S. Supreme Court upholds with all possible emphasis the policy of Arbitration. The other decision, by the Appellate Division of the New York Supreme Court, defines the right of an Arbitrator, acting under the New York statute, to personally investigate the facts before him in an honest effort to arrive at a just award.

Keeping step with the rapid march of events in this field, the Arbitration Society of America announces the election of Chairmen to represent its activities in the leading trades. V. Vivaudou is Chairman for Perfumes and Cosmetics.

The present encouraging conditions will be reflected in the activities of the Society's Second Annual Arbitration Week, set for May 5 to 10. It was "Arbitration Educational Week" last year, but this year it will be known as "Arbitration Membership Week." The second annual dinner will be held at the Biltmore Hotel, May 6.

WORST WORD IN ADVERTISING

Advertising Fortnightly throws an interesting side light on publicity by printing this extract from a big advertiser's letter:

"I am glad you are interested in our advertising. Notice I do not add the word 'campaign.' *A campaign is something that is finished, and we did not go into advertising without believing it should be a permanent thing.* I think the world 'campaign' is the worst that an advertising man can possibly use."

VAGARIES IN TRADE MARK CHOICES THAT MAKE FOR EASY SUCCESS OR FAILURE

One of the most interesting of Leroy Fairman's series of articles in this journal, printed on another page, is entitled "Rather to Be Chosen Than Great Riches," bearing on the trade name and mark which may be selected for protecting and exploiting perfumery, toiletries, soaps, flavoring extracts, and in fact any other commodities. The value of a good trade mark has often been set forth tersely and emphatically by our contributing editor, Howard S. Neiman, with considerable advantage to many of our readers, but Mr. Fairman views the situation from the advertising end in addition to substantiating all that our Patent and Trade Mark Editor has said in advising our clientele for the last several years in these matters.

Mr. Fairman is just as clean cut in his deductions as Mr. Neiman always has been in his treatment of the subject. There are so many ramifications, so many old misfits, so many fresh ideas, so many possibilities in this important phase of business, with variant slants so numerous in the Patent Office, that this exploitation of good trade names as business essentials will be read with interest by those who already have them and by others who either have poor ones, or none at all.

NEW ALCOHOL RULES IN EFFECT ON MAY 1

Revised Alcohol Regulations No. 60, which have been hanging fire for a long time, will become effective May 1 and the distribution of copies began on April 15. Our Washington Correspondent tells of the achievement in the safeguarding of industries that has been accomplished by the Alcohol Trades Advisory Committee and outlines some of the changes which should be known by the larger part of our clientele. The verdict is that the revision is "fairly satisfactory." In the nature of things, considering the Anti-Saloon League's officiousness, the industries owe votes of thanks to Secretary of Treasury Mellon, Internal Revenue Commissioner Blair and to the members of the Alcohol Trades Advisory Committee for the important steps taken in advancement of legitimate business in the new regulations. The next move may be the segregation of the booze policing contingent from the lawful industrial use of one of the prime essentials in civilization.

Paying "Sick" Salaries On An Easy Basis

A large manufacturing concern used to pay the regular salaries to any of their employees who were taken ill. They still do so, but now, whenever they hire a man they take out health insurance for him and pay the premiums themselves, as a matter of economy.—*Nation's Business.*

MESSRS. SPIEHLER, ITTNER, BOND AND CROUNSE LEAD IN EXPOSING CRAMTON BILL'S VITAL DEFECTS.

Strong Arguments for a Separate Industrial Alcohol Commissioner; False Statements by Drys Reflecting On Our Industries Are Squelched

Washington, April 15.—Hearings have been concluded before the House Committee on Judiciary on the Cramton bill creating a bureau of prohibition in the Treasury Department independent of the Internal Revenue Bureau. Practically all the alcohol-using industries were represented at the hearings in opposition to the bill, which they fear would mean an unwarranted tightening of control by prohibition authorities over legitimate industries. Approval of the bill was advocated by the dry forces who are interested primarily in the enforcement of prohibition regulations applying to intoxicants for beverage use.

The Judiciary Committee has allowed time for the filing of briefs by interested parties. Until these briefs are filed no further consideration will be given the bill. Whether or not the bill will be reported from the committee probably will be decided some time in May. This will be too late in all probability to make its passage in either House possible at the present session of Congress in view of the determination of the leaders to adjourn early in June.

Drys Have a Majority in the Committee

There is considered a possibility that the committee will report the bill favorably notwithstanding the formidable opposition to the measure. Of the twenty-one members of the committee fourteen are regarded as dry and responsive to the wishes of the Anti-Saloon League. Wayne B. Wheeler, of the Anti-Saloon League, has been active in support of the bill, which was introduced by Representative Cramton of Michigan, the dry leader of the House.

If the bill is reported favorably it will take its place on the House calendar where it will remain over the adjournment. The drys then would attempt to have it called up for action at the Winter session. Failure to obtain the passage of the bill before March 4, 1925, will mean that its proponents will have to start all over again, all legislation being swept from the calendars when this Congress comes to an end on that date.

Hearings took place before the judiciary committee on March 21, March 27, and April 2. On March 21 there was a formidable array of representatives of numerous alcohol-using industries. On March 27 representatives of additional industries appeared, including the flavoring extract manufacturers. On April 2 the proponents of the bill presented arguments in rebuttal.

Important Industries Oppose Measure

The industries opposing the Cramton bill at the March 21 hearing were the following:

Paint and varnish industries, represented by H. S. Chatfield, chairman, Industrial Alcohol Committee, National Paint, Oil and Varnish Association, and vice-president of the Kasebier-Chatfield Shellac Co., New York; smokeless powder and high explosives industries, artificial leather industry, dye industry, automobile finishes and lacquers, anæsthesia ether, etc., represented by Dr. Charles L. Reese, chemical director, E. I. du Pont de Nemours & Co., Wilmington, Del., and president of the American Institute of Chemical Engineers; Dr. Martin H. Ittner, representing the American Chemical Society, chief chemist of Colgate & Co., of Jersey City; Dr. M. C. Whitaker, president, U. S. Industrial Alcohol Co., New York, representing manufacturing chemists; Eugene C. Brokmeyer, general counsel, National Association of Retail Druggists; Dr. W. J. Schieffelin, New York, representing the National Wholesale Druggists' Association; W. W. Gibson, president, Gibson-Snow Co., Albany, N. Y., representing drug jobbers; A. M. Spiehler, ex-president, American Manufacturers of Toilet Articles, representing the perfumery and toilet articles industry; J. A. Handy, of the Larkin Co., Buffalo, N. Y., representing manufacturers of soap, etc.; C. M. Kline, of Smith, Kline & French, Philadelphia, representing wholesale pharmaceutical houses.

On March 27 witnesses in opposition to the bill included Richard H. Bond, vice-president, McCormick & Co., Baltimore, representing the Flavoring Extract Manufacturers' Association; Samuel F. Irwin of Philadelphia and George B. Isley of Portland, Maine; R. L. Taylor of the Tubize Artificial Silk Co. of America, Hopewell, Va.; H. B. Thompson, counsel for the American Proprietary Association; and Levi Cooke, Washington attorney, representing the distillers.

Various briefs were filed, including one by W. L. Crounse, Washington representative of the National Wholesale Druggists' Association and of the American Manufacturers of Toilet Articles, who replied to charges of advocates of the Cramton bill that there is widespread diversion of industrial alcohol to illegal use. The program of opposition to the bill had been mapped out at conferences which took place prior to the hearings. The representatives of a number of industries attended a conference in advance of the March 21 hearing and there was a conference of flavoring extract manufacturers in advance of the March 27 hearing.

Would Separate Police and Industrial Phases

Amendments to the Cramton bill were submitted by H. S. Chatfield, member of the Alcohol Trades Advisory Committee. Under the Chatfield amendments the proposed bureau of prohibition would be given charge of the enforcement of prohibition laws insofar as they relate to the use of intoxicating liquors for beverage purposes, but the enforcement of the laws insofar as they relate to the manufacture, sale or transportation of intoxicating liquors for non-beverage purposes would be left in the hands of the Commissioner of Internal Revenue.

The Chatfield amendments also provide for the appointment by the Commissioner of Internal Revenue with the approval of the Secretary of the Treasury of an officer to be known as Industrial Alcohol and Chemical Commissioner, who shall be a chemist by profession and who shall receive a salary of not more than $7,500. It shall be the duty of this commissioner, under the control of the Commissioner of Internal Revenue, subject to the approval of the Secretary of the Treasury, to receive and promptly investigate all applications for and to issue as soon as practicable permits to manufacture, denature, withdraw, ship, warehouse, store, transfer, recover, rectify, import, export, sell and use intoxicating liquors and denatured alcohol for lawful purposes.

The effect of the Chatfield amendments would be to separate the policing function of the prohibition authorities from the regulation and use of industrial alcohol as advocated by the drys.

A. M. Spiehler Presents a Strong Case

Many lengthy statements in opposition to the Cramton bill were presented during the hearings in behalf of different industries. The statement of A. M. Spiehler of Rochester, N. Y., representing the American Manufacturers of Toilet Articles, was representative of a number of expressions of opinion by users of alcohol in the perfumery industry.

Mr. Spiehler's statement was as follows:

"I wish to address the committee briefly upon the Cram-

ton bill from the standpoint of a practical perfumer who has spent all his life in the industry and who has observed its operations both in this country and in France, where the foreign products which compete with American goods are chiefly manufactured.

"Alcohol is the one essential raw material of the perfume industry. Oils and other aromatic substances are necessary, but where one cannot be had another may usually be substituted. No perfumery, however, can be made without the use of alcohol. This emphasizes the great importance to us of being able at all times to procure this necessary material at a minimum of expense and with the least possible vexatious restrictions.

"Within the past two years under the intelligent supervision of the Commissioner of Internal Revenue our industry has been able to solve certain of its technical problems so as to be able to manufacture a large percentage of its products with the use of alcohol specially denatured in accordance with certain formulæ compatible with the various raw materials used by us. The introduction of denatured alcohol into our industry has proven of decided advantage both to our manufacturers and to the government. In the first place it has relieved us in large measure of the onerous tax levied on pure alcohol; in the second place it has enabled us to use alcohol so protected as to safeguard it against diversion, while in the third place our operations, like those of all users of denatured alcohol, have been brought under the supervision of the internal revenue collectors and their assistants, a force that for many years has made a study of the industries employing alcohol and is familiar with our problems and especially with the necessity for treating alcohol as an industrial raw material rather than as booze.

"As the plants in the perfume industry must be kept going continuously it follows that our alcohol supply must be regular and adequate. These facts are fully understood by internal revenue officials who are supervising the operations not only of our industry, but many others in which a great variety of products are manufactured. The internal revenue officials therefore have become experts fully acquainted with industrial requirements.

"The supervision of our industry by trained revenue men is perfectly logical from the standpoint of sound common sense. The average official of the prohibition unit seems to feel that his first and most important duty is to prohibit and too often he seeks a justification for refusing to facilitate industrial operations when he ought to be doing his best to assist the legitimate manufacturer.

Duty to Aid Not Obstruct Industries

"Lest we forget the mandate of the Volstead act which makes it the duty of the head of the prohibition bureau not only to refrain from obstructing industry but to stimulate it in every possible way, I wish to call your attention to the exact terms of section 13, title III, of the Volstead act:

> "'Sec. 13. The commissioner shall from time to time issue regulations respecting the establishment, bonding and operation of industrial alcohol plants, denaturing plants and bonded warehouses authorized herein, and the distribution, sale, export and use of alcohol which may be necessary, advisable or proper to secure the revenue to prevent diversion of the alcohol to illegal uses and to place the non-beverage alcohol industry and other industries using such alcohol as a chemical raw material or for other lawful purpose upon the highest possible plane of scientific and commercial efficiency consistent with the interests of the government, and which shall insure an ample supply of such alcohol and promote its use in scientific research and the development of fuels, dyes and other lawful products.'

"It seems to me that any reasonable man will agree that the alcohol-using industries of the country will prosper to a much greater degree if the permissive features of the law are supervised by the trained officials of the Internal Revenue Bureau, who regard industry sympathetically and who believe that the terms of section 13, which I have just quoted, mean something, than they will if supervised by prohibition officials whose chief concern seems to be the pursuit of the bootlegger, the moonshiner and the smuggler.

"It has been my good fortune to be connected for a number of years with the Civil Service Board of the city of Rochester, where my business is located. I have thus had rather unusual opportunities to study this subject at close range, and I must say that I am not favorably impressed with the propositions in this bill looking to the incorporation of the prohibition force into the civil service. It seems to me in the first place that the bill provides too many exemptions. I can see no reason why all the assistant commissioners should be exempted and certainly there can be no justification for leaving outside the civil service the large number of lawyers, most of them are young men of no great experience, who have so much to do with the formulation of regulations and with the handling of complaints concerning alleged irregularities. Why it should be regarded as wise to require your chemists to be chosen under civil service regulations while exempting the lawyers I fail to understand.

Would Keep Most of Present Employees in Office

"Another provision of this section of the bill strikes me as unfair. While the measure does not cover into the civil service all the present employees of the bureau, most of whom presumably have been appointed through political or other extraneous influence, it does provide that all the present force able to pass an examination six months after the passage of the bill will be retained in office. I understand that the proposed examination is not competitive, but that those who reach a reasonable rating will retain their jobs and that in fixing the standing of employees who take the examination a substantial credit for experience will be allowed. Without intending to reflect upon those who may conduct this examination I should expect that the employment of such methods would result in keeping the present force substantially intact.

"It is customary for most civil service agencies to take into account the moral character of the individual as is shown by recommendations, references, etc., and such credits added to what would be allowed for experience would in most cases carry the applicant above the necessary minimum rating. In the case of employees of the prohibition unit I should assume that the only competent testimony as to moral character would have to be furnished by the prohibition commissioner himself, as he would be the applicant's latest employer, whose word usually has great weight in such cases. Here, however, we would have the anomaly of the prohibition commissioner certifying to the moral character of an employee seeking reappointment under the commissioner himself.

"Summing up the situation with respect to these civil service requirements, it seems to me that no one at present in the prohibition service would have anything to fear from these provisions.

"I sincerely trust that your committee will see its way clear to incorporate in the pending bill a carefully considered provision of continuing the supervision of legitimate users of alcohol in the office of the Commissioner of Internal Revenue while bestowing the policing functions and responsibility upon a prohibition commissioner responsible to the Secretary of the Treasury."

Dr. Ittner Protests for 15,000 Chemists

Dr. Martin H. Ittner, chief chemist of Colgate & Co., and chairman of the alcohol committee of the American Chemical Society, protested against the Cramton bill on behalf of the 15,000 chemists making up that organization.

"The chemists are not opposed to a statute establishing a commissioner of prohibition if his duties are confined to the enforcement of prohibition," said Dr. Ittner. "They are, however, opposed completely, and as one man, to enactment of any legislation which would place the administration of those portions of the law which have to do with the manufacture, production, use or sale of high-proof spirits for other than beverage purposes in the hands of a prohibition commissioner. They recognize, as perhaps no one else does, the desirability and even the necessity of a literal interpretation of the purpose of the national prohibition act, which states, in addition to being an act to prohibit intoxicating beverages, it shall 'insure an ample supply of alcohol and promote its use in scientific research and in the development of fuel, dye and other lawful industries.'

"Prior to the passage of the national prohibition act the administration of alcohol was in the hands of the Com-

(*Continued on Page* 98)

NEW REGULATIONS NO. 60 GO INTO EFFECT MAY 1

Marks Notable Achievement of the Alcohol Trades Advisory Committee; Outlook Poor for Cutting War Tax; Suit to Collect $100,000 Bond

Washington, April 15.—After many months of delay revised Regulations No. 60, governing the manufacture, sale, use and distribution of intoxicating liquor, including alcohol, for medicinal and industrial purposes, have finally been issued and will become effective May 1. Copies of the regulations, which form a voluminous document of book size, were distributed to permit holders today. It is the first comprehensive revision of the regulations since their original issuance on February 1, 1920, and brings up to date with numerous changes the provisions of the regulations as modified at different times since first promulgated.

The revision of Regulations 60 is the most notable achievement of the Alcohol Trades Advisory Committee. This committee gave careful consideration to the various changes proposed and as a result of its representations many rules which would have worked a hardship on the alcohol using industries were so changed as to be more acceptable. Without the participation of the Alcohol Trades Advisory Committee in the work of revision the revised regulations undoubtedly would have been such as to cause a widespread protest on the part of the alcohol using industries.

Rules Now Called "Fairly Satisfactory"

Members of the committee made a vigorous fight on various issues involved in the revision and as a result the completed document is regarded as fairly satisfactory. The revision of Regulations 60 was first undertaken nearly two years ago and the first tentative draft was completed last Autumn. Except for the insistence of the Alcohol Trades Advisory Committee that certain objectionable features be eliminated the revised regulations probably would have been issued some months ago.

The principal change of overshadowing importance to the perfumery and allied industries in Regulations 60 is one which makes it no longer necessary to secure annual renewals of permits to use alcohol in manufacture, known as H permits. Heretofore, manufacturers using denatured alcohol have been able to obtain permits which remained in force during good behavior and those using pure alcohol have been obliged to make an application each year to renew their permits expiring annually on December 31.

The annual expiration of the basic permits naturally brought into question the permanency of a business and financial credit of a concern and the system was a source of real hardship to the permit holders. Under the new system as established in the revised regulations the non-beverage pure alcohol permit is put on exactly the same basis as the denatured alcohol permit, being continued indefinitely. The manufacturers got rid, also, of the necessity of notifying the Internal Revenue Bureau prior to January 15, of each year if they have not received their new permits.

Safeguards for Manufacturers

The rights of manufacturers have been greatly safeguarded by the adoption of new rules in the sampling and analyzing of alcoholic preparations. In the past manufacturers have at times been victims of errors by government chemists and it is the purpose in the new regulations to safeguard the rules in this connection. Hereafter men in the field are required to take samples from responsible representatives of a concern and there are various rules with reference to dividing the sample in two and testing both parts. When it is found that a sample is below standard a second test must be made before a citation is issued. The law division is required to take all the circumstances in connection with a case into consideration and not to issue a citation merely because one sample is below standard.

An amendment has been made regarding the suspension of the operations of a manufacturer cited to show cause why his permit should not be revoked. Under the old regulations the bureau could require the suspension of a manufacturer on a citation without waiting to find out whether or not the charges were substantiated. Under the new regulations no suspension will be ordered except in aggravated cases where the interests of the government cannot be protected by policing.

Another feature of the new regulations is a provision relating to vested rights of permit holders. The original regulations contemplated that a permit was a special privilege and suspensions were ordered on that theory. The trade has insisted that permit holders had vested rights which could not be taken away except by legal proceedings. This theory is recognized in the new regulations.

Another new provision prohibits prohibition unit officials from issuing orders requiring records to be kept which are not specified in the regulations. The rule under which the prohibition commissioner might issue additional regulations as he desired has been rescinded. The new regulations provide that certain records must be kept and that no others may be required.

Prohibition Unit's Powers Are Curbed

The promulgation of Regulations 60 serves to recall the fact that an attempt was made on the part of the prohibition unit to bring about a revision of Regulations 61 a few months ago, but this attempt met defeat because of an appeal by the Alcohol Trades Advisory Committee to Commissioner of Internal Revenue Blair. The sole reason for the attempt to change Regulations 61 was to incorporate a new requirement in regard to permit holders using denatured alcohol. The denatured alcohol permit holders have been supervised by internal revenue collectors and their deputies. The prohibition unit sought to super-impose upon the collectors, prohibition directors and their assistants. It was proposed that applications to establish a new business or to secure increased withdrawals of denatured alcohol or anything else desired by a permit holder should be submitted to collectors of internal revenue and, if approved by them, instead of being transmitted to Washington for immediate action, should be turned over to the prohibition directors who quite conceivably might keep the papers for several months and then make adverse reports. Revision of Regulations 61 was indefinitely postponed several weeks ago on the order of Commissioner Blair and there is no intimation that the attempt to change them will be renewed in the near future.

Procedure for Submitting Samples

Prohibition Commissioner Haynes has issued instructions to collectors of internal revenue, federal prohibition directors, general prohibition agents and others concerned in connec-

tion with chemical laboratories of the Internal Revenue Bureau and procedure for submitting samples for analyses.

Attention is directed in the order to the fact that in addition to the Washington laboratory the bureau has established branch laboratories in certain points in order to expedite the examination of samples taken in connection with the violation of the national prohibition act, the Harrison narcotic act, and other internal revenue laws.

The Washington laboratory will handle all samples of medicinal preparations, flavoring extracts, toilet articles, perfumes, and all products made with denatured alcohol wherever taken. The branch laboratories will handle all samples of distilled spirits, wines, mashes, beers, ciders, and narcotic drugs, which are taken in their respective territories.

The locations of the branch laboratories and the names of the chemists in charge are as follows:
Buffalo, 530 Post Office Bldg., John F. Williams.
Chicago, 428 Transportation Bldg., John W. Fonner.
Columbus, 36-38 W. Gay street, E. J. Nealon.
Little Rock, 1109 A. O. U. W. Bldg., J. Ruel Manning.
Minneapolis, 5 Federal Bldg., G. D. Williams.
New York, 544 Old Post Office Bldg., J. W. Quillen.
Philadelphia, 408 Vandam Bldg., A. J. Mottern.
Providence, Federal Bldg., A. L. Morawski.
San Francisco, 63 Appraiser's Bldg., R. F. Love.

Specific Instructions to Prevent Injustice

General instructions to agents of the bureau in connection with samples are given as follows:

"Whenever a field officer desires to know the alcoholic content of a preparation manufactured pursuant to a permit or where it is desired to know whether a preparation conforms to a fixed and known standard and the sample is taken at a distant point from Washington, the sample may be submitted to the nearest branch laboratory. Before any action is taken, however, on such an analysis, the matter must be referred to the prohibition Commissioner.

"Samples submitted by the Collectors of Customs where the question of the manner of importation under the National Prohibition Act is raised, will be handled in the laboratory nearest the Port from which the sample is submitted. Treasury Department Memorandum, dated April 29, 1921, outlines the manner of handling import samples. The chemist will furnish a copy of the chemical report on import samples to the Collector of Customs and the Federal Prohibition Director of the State in which importation is made, respectively, and forward two copies to the Prohibition Commissioner.

"All samples submitted must be properly labeled, sealed and identified in such a manner that not only may the records of the samples be kept in full, but also in order that they may be used in any subsequent court proceedings. The following suggestions are, therefore, offered and it is urged that they be followed in detail as closely as possible. The chemists in charge are directed not to receive samples, from officers, that are not properly identified.

Labels

"The label should bear—

"The name and address of the party from whom the sample was obtained, and should be so marked as to enable the officer taking the sample to identify it beyond question.

"The manner of obtaining the sample, purchase or otherwise.

"The name and address of the manufacturer, if known.

"The time of taking and the names of the officers taking the sample.

"The quantity of material from which the sample is taken.

"The suspected contents and object of analysis.

"Bottles containing fermented liquors, medicines and flavoring extracts should have a label attached and initialed by the officers, in addition to the printed one placed there by the manufacturer.

"Labels attached by the officers should be so placed on the container that they do not cover the printed label. The most legible label is one written on the typewriter, but all such labels should be read and initialed by the officers responsible for the sample. If the lab l is written by one officer, the other should initial it.

Sealing of Samples

"The samples, or the package containing them, must be securely sealed with wax and impression in such manner that the seals will be intact when received in the laboratory. An unsealed sample is always open to question in court proceedings."

Relative to quantity of samples the instructions say:

"*Flavoring Extracts*—Flavoring extract samples should consist of not less than one-half pint, and the original unopened package should be submitted when possible. If these packages are less than one-half pint, sufficient number should be forwarded to make the required quantity.

"*Distilled Spirits*—Not less than one pint.

"*Denatured Alcohol*—Not less than one pint.

"*Toilet Waters and Perfumes*—From one to eight ounces, depending upon the character of the goods."

Tax Free Alcohol Outlook Is Dubious

The movement for a reduction in the tax on ethyl alcohol has met defeat at every turn. The Senate Finance Committee rejected the proposal for a reduction in the tax from $2.20 per proof gallon to $1.10. The tax bill has now been reported to the Senate with no change in the alcohol tax of the present law.

The House Ways and Means Committee originally rejected the request for a reduction of the tax by one-half. The proposed amendment was not presented on the floor of the House in view of the fact that both Republicans and Democrats of the Ways and Means Committee were adverse to it. Those advocating a reduction in taxes appeared confident that they would obtain favorable action in the Senate Finance Committee but there again the proposal was turned down because the revenue could not be spared.

One more chance remains for consideration of the matter. Some one may offer an amendment reducing the alcohol tax on the floor of the Senate, but the prospects for its favorable consideration are not bright.

The tax bill is likely to be passed by the Senate by the middle of May, and if this is done there is no reason why Congress cannot adjourn early in June. The bill as reported from the Finance Committee restores the Mellon normal, surtax and estate tax rates but contains a number of differences from the Mellon plan in other provisions of the bill.

Suit to Collect Full $100,000 Penalty Bond

Suit to collect the full amount of a $100,000 bond on a druggist who is alleged to have violated his permit to handle alcohol has been instituted in United States District Court at Baltimore by District Attorney, Amos W. W. Woodcock against the Fidelity & Casualty Company of New York. The Government alleges that Edward B. Robinson, now of the Continental Hotel, New York, unlawfully transported 370 gallons of alcohol on August 17, 1921, while he was trading as the Federal Drug & Chemical Co., at 24 South Charles street, Baltimore, and that on Decembeer 11, 1922, he pleaded guilty and was fined $25 and costs.

Other Alcohol Enforcement Matters

The prohibition commissioner has amended Pro-Mimeograph, Coll-No. 3185, to include the name of F. C. Broeman & Co., 215 East Fourth street, Cincinnati, Ohio, as chemists designated by the Commissioner of Internal Revenue to examine samples of denaturants submitted to them by duly qualified denaturers, in accordance with Article 100, Regulations No. 61.

Meridian Industrial Alcohols, Inc., of Newark, N. J., which charged Secretary of the Treasury Mellon, Commissioner of Internal Revenue Blair and Prohibition Commissioner Haynes with unlawfully interfering with its business by revoking or attempting to revoke a permit, has settled its differences with the government out of court. A dismissal notice was filed by counsel for the corporation.

The American Perfumer Considered "Official"

(Flamingo Toilet Products, Laboratories of Chas. E. Coleman, M. D., 316 Douglas Avenue, Elgin, Illinois.)

THE AMERICAN PERFUMER is official when we are wanting to buy something in the toilet line.

TARIFF AND IMPORTS: TWO TOILETRY FIRMS CITED

Many Industries Resent Present Duties; Coal Tar Rules to Stay; Trade Board Complains of Harriet Hubbard Ayer Incorporated and Marinello

Washington, April 15.—Investigations of duties of thirty-five commodities or groups of commodities have been ordered by the Tariff Commission in the year and a half that the flexible tariff system has been in operation, according to a summary of the commission's work prepared for the House Committee on Appropriations. Of these investigations only one has thus far resulted in a change of duty, this being the wheat investigation, the outcome of which was an executive order increasing duties on wheat and flour, effective April 7.

The investigations ordered represent only about one-fourth of the commodities involved in requests for investigations. Requests filed with the commission since the law became effective in September, 1922, involve 143 commodities. There have been eighty-two requests for decreases in duties and fifty-eight requests for increases in duties.

Wide Range in Dissatisfied Industries

Of the 143 commodities involved in applications thirty-five are in the chemical schedule, eleven in the earths, earthenware and glass schedule, twenty-one in the metals schedule, seven in the wood schedule, three in the sugar schedule, twenty-five in the agricultural schedule, four in the cotton schedule, four in the paper schedule, four in the wood schedule, three relating to fibers and twenty-five in the sundries schedule.

A complete list of the thirty-five commodities or groups of commodities on which investigations have actually been ordered follows: Oxalic acid, barbital, barium dioxide, casein, logwood extract, potassium chlorate, sodium nitrite, mirror plates, pig iron, Swiss pattern files, paint brush handles, sugar, cotton warp-knit fabric, cotton gloves of warp-knit fabric, cotton hosiery, wall pockets, artificial flowers, linseed or flaxseed oil, synthetic phenolic resin, smokers' articles of synthetic phenolic resin, phenol, cresylic acid, brierwood pipes, print rollers, taximeters, cast polished plate glass, logs of fir, spruce, etc., metallic magnesium, magnesite and magnesite brick, rare sugars, amino acids and salts, lace, wheat and wheat products, vegetable and animal oils, and fats and gold leaf.

With the first change in duty actually effective there has been talk of a direct attack upon the constitutionality of a flexible tariff in connection with the order affecting wheat duties. As yet, however, no such move has developed. The constitutionality is indirectly involved in the pending suit in the District of Columbia Supreme Court involving the sodium nitrite investigation.

There has continued to be a delay in action by the Tariff commission in the investigations in which hearings have been concluded. So far as known no final reports have gone to the President in any investigation except that of wheat.

Senate Blocks Some Tariff Board Salaries

Congress has provided in the annual independent offices appropriation bill that funds shall not be used to pay the salary of any member of the Tariff Commission who is directly or indirectly interested in a financial way in any industry involved in a proceeding in which he may participate, or who has at any time acted as a lobbyst or a special representative of such industry. A provision to this effect was inserted in the bill on the floor of the House and stricken out by the Senate Finance Committee but later restored on the floor of the Senate. The approval of this provision marks the culmination of the fight made by W. S. Culbertson, vice-chairman of the commission, to bar H. H. Glassie, a Democratic member of the commission, from participation in the sugar investigation because of the fact that

(*Continued on Next Page*)

Washington, April 15.—This month's Federal Trade Commission's new budget includes some prominent factors in the perfumery and toiletry industry.

Harriet Hubbard Ayer, Inc., of New York City, a manufacturer of perfumes, cosmetics and allied products, has been named in one case by the Commission. The complaint alleges that this firm in co-operation with dealers handling its products adopted and maintained a system of fixing certain specified uniform prices at which its products shall be resold. The complaint recites numerous alleged methods used by the concern in the enforcement of its price system, among which are Soliciting and procuring from dealers reports of failure of other dealers to observe and maintain its resale prices; employs its salesmen and other agents to investigate and secure information as to the failure of any dealer to observe its resale prices, and uses other equivalent co-operative means and methods for the enforcement of its system of resale prices.

The effect of the respondent's alleged acts, the complaint states, has been to suppress competition among dealers in the sale of the respondent company's product and to prevent them from selling such products at prices as they may desire.

Charges against the Harriet Hubbard Ayer, Inc., are set forth in the complaint as follows:

"(a) Respondent fixes uniform minimum prices at which retail dealers handling respondent's said products shall resell the same, and issues and sends to said dealer and to the trade price lists in which said uniform minimum prices are set forth.

"(b) Respondent makes it generally known to the trade by letters, circulars, salesmen's interviews, and by other means, that it expects and requires all dealers handling its said products to maintain and enforce said minimum resale prices, and that respondent will refuse to further sell and supply said products to dealers failing to maintain and enforce said resale prices.

"(c) Respondent enters into agreements, understandings and arrangements with dealers for the maintenance by them of said resale prices as a condition of opening accounts with such dealers or of continuing their supply of said products.

"(d) Respondent solicits and procures from dealers handling its said products reports of failure of other dealers handling same to observe and maintain said resale prices.

"(e) Respondent employs its salesmen and other agents and employees to ascertain, investigate and secure information as to the failure of any dealers to observe and maintain said resale prices.

"(f) Respondent uses the information secured through the means set out in Specifications (d) and (e), or through any other means, to induce and coerce dealers who fail to observe said prices to maintain said prices in the future, by exacting promises and assurances from said dealers that they will in future maintain said prices, and by threatening said dealers that if they do not maintain said prices respondent will refuse to further supply them with said products.

"(g) Respondent refuses to further supply with said products dealers who fail to maintain said resale prices and who sell at less than said prices, unless and until such offending dealers have given satisfactory asurances or undertakings that they will in future observe and maintain said prices.

"(h) Respondent keeps records upon which are entered the names of dealers who sell at less than said resale prices, which said records respondent and those co-operating with it use in and about the enforcement of said system of resale prices.

"(i) Respondent seeks and secures the co-operation of all dealers handling its said products, and of respondent's agents and employees generally, in and about preventing dealers

who have failed to maintain said resale prices from obtaining respondent's said products.

"(j) Respondent uses other equivalent co-operative means and methods for the enforcement of said system of resale prices."

"As the result of said acts and practices respondent's said resale prices are generally maintained."

Marinello Company Also Is Cited

The Marinello Company, of La Crosse, Wisconsin, has been cited by the Commission for alleged enforcement of a price maintenance system which it claims constitutes unfair competition. The complaint is that the firm enlists and secures the support and co-operation of dealers in enforcing its resale price system. Various methods alleged to have been used by the concern are outlined in the complaint, among which are the following: Solicits and procures from dealers reports of failure of other dealers to observe and maintain its resale prices; employs its salesmen and other agents to investigate and secure information as to the failure of any dealers to observe its resale prices; and uses other equivalent co-operative means and methods for the enforcement of its resale prices.

The respondent's alleged acts, the complaint states, have the effect of suppressing competition among dealers selling respondent's products, and prevent sales at prices as the dealers may desire. The respondents have thirty days to file answers after which hearings will take place.

American Can Co. Denies Charges

The American Can Company filed with the Federal Trade Commission on April 9 its brief in regard to the charges made against it by the commission. The brief declared that the section of the statute in question has been before the courts a number of times and its meaning and purpose have been authoritatively determined.

The specific charges alleged against the respondent were that payments for defective cans, arrangements for storage of cans by the buyer, reduction in price because of purchase of tin plate in the open market, loaning of can closing machines, etc., are used to discriminate between purchasers of cans and had a tendency to lessen competition and consequently a monopoly. All of these charges were disputed by the respondent, which declared that the record in the proceedings failed to show that the practices complained were unfair methods of competition.

Chemical Division to Survey Cosmetics Trade

One of the latest developments of the Chemical Division of the Department of Commerce is to make world surveys of the cosmetics and prepared medicines industries in relation to present and prospective markets. Charles C. Cascannon, chief of the division, is sending out questionnaires to the principal consular officers, trade commissioners and other representatives of the United States Government.

The toilet preparations questionnaire asks for information of a detailed character indicated with respect to perfumes and toilet waters; cosmetics, including rouges, lip sticks; creams, including cold creams, vanishing creams, sulphur muds, lotions and other preparations used for the complexion; powders, talcums, foot powders; bath salts, paste, powder and liquid dentifrices, depilatories, deodorants and other hygienic preparations; tonsorial specialties such as hair tonics, pomades; manicure specialties, such as nail polishes, cuticle removers, and chiropodist specialties.

Glass Perfume Bottle Stopper Protest Wins.

United States General Appraisers March 25 sustained a protest regarding importations of ornamental cut and colored glass articles, invoiced as "stopsel," chiefly used as stoppers for perfume bottles, also to a minor degree as lamp ornaments above the shade, and similar articles, invoiced as "spitzen," holding they are properly dutiable as cut, colored, and ground glass articles at 55 per cent ad valorem under the fourth clause of paragraph 218 of the tariff act of 1922, and not otherwise at 60 per cent. Treasury Decision 40095 gives full details, including testimony.

TARIFF AND AROMATIC IMPORTS

(*Continued from Preceding Page*)

his wife has an interest in a Louisiana sugar company. The provision was also aimed at William Burgess, Republican member of the commission, who formerly represented the pottery industry, and at Thomas O. Marvin, chairman of the commission, who is said to have represented the New England woolen manufacturers although he denies this, contending that his activities as secretary of the Boston Home Market Club did not constitute representation of any industry.

No Change Now in Coal Tar Import Rules

The Customs Division of the Treasury Department has announced that no change will be made at this time in its present regulations governing importations of dyes, coal tar products, etc., classified under paragraphs 27 and 28 of the tariff act. It was announced that this decision had been reached after the question had been carefully considered by the committee on revising the customs regulations and also by the Treasury Department.

The two paragraphs classify dyes, coal tar products, etc., and base them on American valuation. The Treasury on March 3, 1923, issued regulations for the enforcement of the paragraphs and they were followed by considerable litigation before the Board of General Appraisers, and subsequent hearings in New York and Washington before customs officials in which revision of the regulations was sought by importers.

One of the principal matters at issue dealt with the so-called competitive and non-competitive lists of dyes and the determining of classification.

Gain in Synthetic Aromatic Imports

Imports of synthetic aromatic chemicals through the port of New York in March amounted to 4,145 pounds valued at $8,182 as against 2,299 pounds valued at $5,930 in February and 3,448 pounds valued at $8,854 in January.

The tabulation of imports of synthetic aromatic chemicals of coal tar origin during March follows:

Name of Chemical	Quantity (Pounds)	Invoice Value	Per cent by Country of Shipment
Acetophenone	255	..	Switzerland, 78% France 22%
Amyl phenylacetate	1	..	Switzerland, 100%
Benzophenone	10	..	Holland, 100%
Benzyl acetate	920	$401	France 60% Switzerland 13% Holland 27%
Benzyl alcohol	60	..	Holland 100%
Benzyl benzoate	158	..	Holland 68% Switzerland 32%
Benzyl butyrate	25	..	England 100%
Benzyl cinnamate	1	..	Switzerland, 100%
Cetone D	44	..	France 100%
Diethyl phthalate	44	..	Switzerland, 100%
Dimethyl hydroquinone	11	..	Switzerland, 100%
Ethyl cinnamate	75	..	Switzerland, 100%
Ethyl phenylacetate	1	..	Switzerland, 100%
Heliotropine	150	..	Holland 67% Switzerland 33%
Jacinthe absolute	100	..	Switzerland, 100%
Methyl anthranilate	185	..	Holland 100%
Methyl phenylacetate	56	..	France 98% Switzerland 2%
Musk ambrette	225	..	Holland 76% France 24%
Musk ketone	311	..	Switzerland 96% Holland 4%
Musk residue	360	..	France 100%
Musk ambrette residue	400	..	Switzerland, 100%
Ocre rose	33	..	France 100%
Phenyl acetic aldehyde	125	..	Holland 100%
Phenyl ethyl alcohol	295	578	France 34% Switzerland 34% Holland 32%
Phenyl alcohol extra G	200	..	France 100%
Phthalic ether	50	..	Switzerland, 100%
Yara yara (b-Naphthol methyl ether)	50	..	Holland 100%

Cannot Get Along Without It

(J. C. Vallebuona, Atlanta, Ga.)

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW is of very much interest to me and I cannot be without it so long as I am connected with the soap and cosmetic trade.

PRESTONETTES FINALLY WINS COTY REFILL SUIT: HIGHEST COURT DEFINES TRADE MARK RIGHTS.

Sweeping Surprise Decision May Affect Numerous Similar Litigations; Court Rules Unfair Competition Not Involved; Whisky Comparison Made; But Coty Wins Trade Mark Suit Banning "Ernest Coty's" Use of Name

Washington, April 14.—The Supreme Court of the United States has decided against Francois Joseph de Spoturno Coty in the case of the French perfumer versus Prestonettes, Inc., of New York, involving the right of the latter company to buy Coty's powder and perfumes and repack or rebottle them and place them upon the market. The court reversed a decree of the Circuit Court of Appeals of the second circuit and upheld a previous decree by the United States District Court under which the defendant was allowed to put the rebottled perfume upon the market with a label indicating that the contents are Coty's and independently rebottled in New York.

The injunction suit brought by Coty sought to restrain alleged unlawful use of the trade marks "Coty" and "L'-Origan" upon toilet powders and perfumes sold by Prestonettes, Inc.

Justice Holmes delivered the opinion of the court. Justice McReynolds dissented. The decision settles again some important principles regarding trade mark rights. The text follows:

"This is a bill in equity brought by the respondent, Coty, a citizen of France, against Prestonettes, a New York corporation, having its principal place of business in the Southern District of New York. It seeks to restrain alleged unlawful uses of the plaintiff's registered trade marks, 'Coty' and 'L'Origan' upon toilet powders and perfumes. The defendant purchases the genuine powder, subjects it to pressure, adds a binder to give it coherence and sells the compact in a metal case. It buys the genuine perfume in bottles and sells it in smaller bottles. We need not mention what labels it used before this suit as the defendant is content to abide by the decree of the District Court. That decree allowed the defendant to put upon the rebottled perfume 'Prestonettes, Inc., not connected with Coty, states that the contents are Coty's—(giving the name of the article) independently rebottled in New York,' every word to be in letters of the same size, color, type and general distinctiveness. It allowed the defendant to make compacts from the genuine loose powder of the plantiff and to sell them with this label on the container: 'Prestonettes, Inc., not connected with Coty, states that the compact of face powder herein was independently compounded by it from Coty's—(giving the name) loose powder and its own binder. Loose powder—per cent, Binder—per cent,' every word to be in letters of the same size, color, type and general distinctiveness. The Circuit Court of Appeals, considering the very delicate and volatile nature of the perfume, its easy deterioration, and the opportunities for adulteration, issued an absolute preliminary injunction against the use of the above marks except on the original packages as marked and sold by the plaintiff, thinking that the defendant could not put upon the plaintiff the burden of keeping a constant watch. 285 Fed. Rep. 501. Certiorari granted, 260 U. S. 720.

"The bill does not charge the defendant with adulterating or otherwise deteriorating the plaintiff's product except that it intimates rather than alleges metal containers to be bad, and the Circuit Court of Appeals stated that there were no controverted questions of fact but that the issue was simply one of law. It seemingly assumed that the defendant handled the plaintiff's product without in any way injuring its qualities and made its decree upon that assumption. The decree seems to us to have gone too far.

"The defendant of course by virtue of its ownership had a right to compound or change what it bought, to divide either the original or the modified product, and to sell it so divided. The plaintiff could not prevent or complain of its stating the nature of the component parts and the source from which they were derived if it did not use the trade mark in doing so. For instance, the defendant could state that a certain percentage of its compound was made at a certain place in Paris, however well known as the plaintiff's factory that place might be. If the compound was worse than the constituent, it might be a misfortune to the plaintiff, but the plaintiff would have no cause of action, as the defendant was exercising the rights of ownership and only telling the truth. The existence of a trade mark would have no bearing on the question. Then what new rights does the trade mark confer? It does not confer a right to prohibit the use of the word or words. It is not a copyright. The argument drawn from the language of the Trade Mark Act does not seem to us to need discussion. A trade mark only gives the right to prohibit the use of it so far as to protect the owner's good will against the sale of another's product as his. *United Drugs Co.* v. *Theodore Rectanus Co.*, 248 U. S. 90, 97. There is nothing to the contrary in *A. Bourjois & Co.* v. *Katzel*, 260 U. S. 689. There the trade mark protected indicated that the goods came from the plaintiff in the United States, although not made by it, and therefore could not be put upon other goods of the same make coming from abroad. When the mark is used in a way that does not deceive the public we see no such sanctity in the word as to prevent its being used to tell the truth. It is not taboo. *Canal Co.* v. *Clark*, 13 Wall. 311, 327.

"If the name Coty were allowed to be printed in different letters from the rest of the inscription dictated by the District Court a casual purchaser might look no further and might be deceived. But when it in no way stands out from the statement of facts that unquestionably the defendant has a right to communicate in some form, we see no reason why it should not be used collaterally, not to indicate the goods, but to say that the trade marked product is a constituent in the article now offered as new and changed. As a general proposition there can be no doubt that the word might be so used. If a man bought a barrel of a certain flour, or a demijohn of Old Crow whiskey, he certainly could sell the flour in smaller packages or in former days could have sold the whiskey in bottles, and tell what it was, if he stated that he did the dividing up or the bottling. And this would not be because of a license implied from the special facts but on the general ground that we have stated. It seems to us that no new right can be evoked from the fact that the perfume or powder is delicate and likely to be spoiled, or from the omnipresent possibility of fraud. If the defendant's rebottling the plaintiff's perfume deteriorates it and the public is adequately informed who does the rebottling, the public, with or without the plaintiff's assistance, is likely to find it out. And so of the powder in its new form.

"This is not a suit for unfair competition. It stands upon the plaintiff's rights as owner of a trade mark registered under the Act of Congress. The question therefore is not how far the Court would go in aid of a plaintiff who showed ground for suspecting the defendant of making a dishonest

use of his opportunities, but is whether the plaintiff has the naked right alleged to prohibit the defendant from making even a collateral reference to the plaintiff's mark. We are of opinion that the decree of the Circuit Court of Appeals must be reversed and that that of the District Court must stand. *Decree reversed.*"

Decision Affects Numerous Similar Cases

Similar appeals by other American perfumers are now on the calendar of the Supreme Court of the United States and these appeals will undoubtedly be controlled by the decision rendered in this case. After judgment in the suits which are now pending, attorneys for the defendants will move for the appointment of special masters to determine damages.

Involved in the case was also the question whether the selling by the American perfumers of the rebottled perfume and the repacked powder was a violation of Section 2354 of the New York Penal Law making it a misdemeanor for anyone to sell the goods which are represented in any manner to be the bottling of anyone other than himself, unless in the original package. While the opinion of the Supreme Court does not mention this statute, the decision is in effect a holding that the practice of Prestonettes, Inc., was not a violation of this provision of the Penal Law, because the decree of the Circuit Court of Appeals which was reversed had been founded in part upon that section of the Penal Law.

The principal interest in Prestonettes, Inc., was Richmond Rochester. The company ceased as a going concern some time ago but the Magnum Import Co. and the Ivory Novelties Trading Co. took up the matter as a test case after judgment in the District Court, and carried it up to the United States Supreme Court.

Attorneys for Coty were Mock & Blum, and associated with them was Lindley M. Garrison in the final argument before the United States Supreme Court. For Prestonettes, Inc., Isaac Reiss, Charles H. Tuttle and Louis Marshall were the attorneys.

Coty Wins Again Against "Ernest Coty"

What seems to be the last end of an attempt to use the name of "Ernest Coty" on perfumery in this country is seen in a decision just handed down by the United States Circuit Court of Appeals in the action of Coty, Inc., plaintiff-appellee, vs. Parfums de Grand Luxe, Inc., and Walter B. Coble. Judge Winslow in the Federal District Court, as reported in THE AMERICAN PERFUMER on page 182, June, 1923, shut out the "Ernest Coty" preparations and the Customs Service banned imports unless the statement was made on the goods: "Not connected with the original Coty."

The suit by Coty, Inc., was instituted originally on account of an attempt to sell face powder in the United States labelled "Ernest Coty," in a box having a number of powder puffs thereon and also bottles of perfume labelled "Ernest Coty." The defendant consented not to try to market their perfumes in the United States under "Ernest Coty" labels which they use in France, and their main attempt has been to sell their boxes of face powder under the name "Ernest Coty" without any explanation that they were not the original Coty or that they were not connected with the original Coty.

They have attempted to register in the United States the powder puff package and also the trade-mark "Ernest Coty," but in the usual Patent Office procedure the decision of the Circuit Court of Appeals will very likely dispose of that phase.

The court in its opinion emphasized the fact that the original Coty has been selling its products in the United States since 1905; that the original Coty, as is evidenced by the affidavits of other perfume manufacturers, has a high reputation as a perfumer in the United States, whereas the products of Ernest Coty are quite unknown in the United States and the capacity of Ernest Coty as a perfumer is strenuously disputed by the plaintiff.

On the question of the French rights of Ernest Coty, the court says:

"It thereupon entered an order sending the defendant Ernest Coty and two others "before the Tribunal of Correctional Police of the Seine to be judged according to law." It thus appears that the defendant's right to use his trade-mark 'Ernest Coty' is being now challenged in his own country. We are not concerned with that, although the record from the French Court was laid before the District Court without objection being made thereto. But the question we have to consider is whether the defendant is violating in the United States the rights of the plaintiff, or is engaged in unfair competition and misleading the purchasing public of the United States.

"We are not here concerned with the question as to what may be the rights of the defendant to carry on his business in France. Even if he had commenced his business in that country prior to the time that Francois Joseph de Spoturno Coty had established his, the latter's rights in the business in the United States would not be in the least affected thereby, provided the latter was the first to establish a market in this country for his goods."

Of course, the main contention of the defendants was that since Ernest Coty had the right to use the name "Ernest Coty" in France, he would have the same right in America, and the defendants as his agents would have the right to market "Ernest Coty" goods with his name, but the court said in its opinion that although a man may use his name legitimately in business,

"1. He may not affirmatively do anything to cause the public to believe that his article is made by the first manufacturer.

"2. He must exercise reasonable care to prevent the public from so believing.

"3. He must exercise reasonable care to prevent the public from believing that he is the successor in business of the first manufacturer. Stix, Baer & Fuller Dry Goods Co. vs. American Piano Company, supra; Stark Bros. Nurseries & Orchards Co. vs. Stark, supra."

There is in addition an extensive review of all the leading trade-mark authorities bearing on the use of individual names in trade.

The decision in the lower court was rendered by Judge Winslow. The decision in the Circuit Court of Appeals was rendered by Judges Rogers, Hough and Mayer.

No appeal can be taken from the decision as a matter of right. In rare cases an appeal is allowed to the Supreme Court of the United States, but Mock & Blum, of New York, attorneys for Francois Coty, think that an appeal in this particular case is very improbable.

BURT CO. APPEALS VORTEX JUDGMENT

F. N. Burt Co., Ltd., of Buffalo, N. Y., has promptly appealed from Judge Hazel's decision in favor of the Vortex Mfg. Co., of Chicago, Ill., in the litigation over a patent for making paper cups, as reported on page 26 of our March issue. Some further details are herewith given. It appears that the Curtin re-issue patent, which was the basis of the Vortex claim, was held to have been infringed by a blank from which the Burt conical drinking cup is made. Pending the outcome of the appeal the operation of the decree granted by the lower court has been suspended and the court has ruled that the business of the Burt company is not to be in any way interfered with by the Vortex Mfg. Co.

Quite apart from the outcome of this litigation, however, the Burt company is allowed to continue the manufacture of its cone shaped cups, as it is licensed under the original cone cup patent corresponding to the particular type of cup marketed by the Burt company. This patent antedates the Curtin patent, the basis of the Vortex suit, and is claimed to be the pioneer patent covering this cone shape of cup. The right of the Burt company to manufacture a cone shaped cup has been conceded by the Vortex company and the suit is merely on the shape of the blank from which the cup is made. Absolute protection is guaranteed to all purchasers of the Burt drinking cup.

"RATHER TO BE CHOSEN THAN GREAT RICHES"

The Value of a Good Name, Incorporated in An Appropriate Trade Mark, and Widely and Continuously Advertised

By LEROY FAIRMAN,
New York Advertising and Merchandising Expert.

The other day a man who talked sanely enough in other respects described to me a trade mark which he intended to have worked up for a new product. He said he wanted it to show a beautiful young woman flying a kite; the kite, high up in the air, would be a fac-simile of his package.

I told him that the only place where he could display such a trade mark to advantage would be on the side of the Woolworth Building; that in an advertisement, or on a carton, either the girl or the kite, if not both, would be a mere indecipherable smudge. From his expression I judge that he was sure I didn't know what I was talking about, and I think he went directly to an artist to have the design drawn up.

If you will examine the trade marks which are reproduced each month in The American Perfumer, you will find that many of them, while not quite so impossible as the girl and the kite would be, still violate the basic requirements of a good trade mark.

Clarity Necessary in Trade Marks

Some of them are crowded and messy; you can hardly tell what they are meant to represent. It is true that the reproductions are very small—from five-eighths to three-quarters of an inch wide, but a properly designed trade mark should be clear and distinct, even when reduced to such small dimensions. It is generally necessary, or at least desirable, to use a trade mark for many purposes and in many sizes—on every thing from a poster to a business card or a small magazine advertisement. Trade marks should be designed with this fact in mind.

Others of these trade marks, you will notice, embody words made up of letters of different sizes, or twisted and curved so that they are difficult to read. While it is desirable, in order that a trade mark shall be distinctive, to use lettering that is different from ordinary type, it is not necessary to be freakish. It is not at all difficult to design a style of lettering which will be novel and at the same time plain and clear, even when greatly reduced in size.

It is worth while to seek both simplicity and originality. Much of the value of a trade mark lies in its distinctiveness. If it may be recognized instantly as the identifying mark of a certain line of goods, its usefulness is greatly enhanced.

Examples of Effective Simplicity

The graceful flying figure used as a trade mark by the Rolls Royce car meets these requirements. Although simple in design, it is so unusual and distinctive that it is easily identified—impossible to mistake. The Cadillac trade mark is also good; it is unlike that of any other car, or, for that matter, of any other advertised product; it is simple enough to stand reduction, and it has the added advantage of authentic historical connection with the name. Among lettered trade marks, the simple, rugged signature of Robt. Burns used by the cigar of that name is exceptionally good. The "Bell System" trade mark of the American Telephone and Telegraph Company also has a certain significance, and is a very practical and useful one. The weird bird used by the Jonteel line is excellent because it is so spectacular and unmistakable. Most lines of toilet goods which are heavily advertised seem to have no trade marks except the package and a more or less crudely designed name plate—a fine opportunity overlooked when the business was established, and still neglected.

Human Interest Can Easily Be Cultivated

The living trade mark has the advantage of human interest, and, if desired, mobility. Rastus, of Cream of Wheat, has been shown in scores of more or less interesting situations; the Gold Dust Twins give animated assistance to the housewife; the Old Dutch person swarms all over the house, and the elastic Michelin Tire man performs various acrobatic stunts. The prim and demure Baker Chocolate girl never forgets her dignity or forsakes her pose, and the little Fairbanks Fairy is never shown except enthroned on her cake of soap, but they are human, and therefore interesting. Johnny Walker is doubtless striding along energetically in other lands, but alas! we see him no more.

Such figures make excellent trade marks, but portraits of actual persons are dangerous. They go out of style. Perhaps the fact that the Smith Brothers are a national joke does not hurt the sale of cough drops, but if the product with which they are identified were a soup or a salad dressing the case might be different. The face of the original Mennen seems to have entirely disappeared from Mennen publicity; W. L. Douglas goes serenely on, but he is an exception to all rules.

Trade Mark's Value Chiefly in Mentality

I have always thought that it was running a desperate chance to use the name and picture of Mary Garden as a trade mark. If she had been as unprincipled as she is temperamental, she might have committed indiscretions which would have forever spilled the beans for that line of goods! This danger is not confined to human beings alone; what a pickle the Prudential folks would have been in if Gibraltar had been blown off the map during the great war.

The only value a trade mark has is mental; what it is worth depends upon the number of minds upon which it is impressed, and the meaning it conveys to those minds. If nobody knows about it, it has no value whatever. It is an advertisement, and should be so considered.

The advertising agent with whom I served my apprenticeship years ago developed a trade mark for one of the products of a well known manufacturer, and advertised it quite extensively. One day the manufacturer appeared in our office, disturbed and excited because he had discovered that we had expended $15,000 advertising his newly trade marked product, and he failed to note any corresponding increase in its sale. He wanted to call the whole thing off, immediately.

"Very well," said my employer, "but since you feel so upset about the expenditure of that money, I will undertake

to sell the trade mark for you within 24 hours for $15,000 cash."

The manufacturer nearly fell off his chair. "What!" he exclaimed, "sell that trade mark for $15,000? I guess not. Do I look as silly as that? That's a valuable trade mark; I wouldn't sell it for $30,000."

"But," said the advertising man, "a year ago today it wasn't worth 30 cents. Nobody had seen it; therefore it had no value. It has no value today except that which advertising has created for it. You say you wouldn't sell it for $30,000, yet you claim that the $15,000 spent to create that value was money wasted. How come?"

Getting a New Slant On the Worth of Advertising

That manufacturer went away with a new idea in his head as to the real value of a trade mark, and the manner in which the value is built up. We hear frequently of the vast sums at which trade mark good will is carried on the books of some manufacturers, of how many millions of dollars each letter in the word Kodak or Royal is worth to the camera manufacturer and the baking powder concern—but we don't stop to think of the great power that created those values—advertising. Trade mark value is often the greatest possession of the manufacturer—fire or flood may destroy factories, machinery, materials and stock on hand, but the trade mark, living in the minds of millions of people, is not impaired. Nothing can destroy or diminish that except the negligence or bad faith of its owner.

Often the trade mark becomes so important, so predominant in the public mind that it is advisable, almost necessary that its owners adopt it as the firm or corporate name. It was in this manner that the Kalamazoo Knitting Co. became the Holeproof Hosiery Co., the B. J. Johnson Soap Co. became the Palmolive Co., and the Davis Milling Co. became the Aunt Jemima Mills Co.

There are thousands upon thousands of trade marks that are not worth the paper they are printed on; simply because nobody knows about them. Their owners caress them fondly, and roar with rage if anybody uses anything of a similar nature, yet they are all but worthless. They are not advertised.

Bad Plan to Split Marks On a Family of Products

On the other hand, there are many prominent manufacturers who have no trade marks worthy of the name, or perhaps a different trade mark for each one of a family of products. A concern will start out with a product for which it uses a purple peacock as a trade mark; as it adds new products it will designate them by a bear, a frog, a primrose, a helmet and a maple tree. How much better to have stuck to the peacock. With a peacock talcum powder, a peacock face cream, a peacock rouge, a peacock soap and so on to the end of the chapter, they would have had a real family instead of a bunch of bastards and half-breeds. Provided they were all of the same quality—which a family of products should always be—one would help sell the other, each would add strength to the others, and every time one was advertised, mentioned, bought or sold, the whole line would benefit by association.

The name of an individual or firm is often used as a trade mark tie-up to a family of products: this is better than nothing, but not all names lend themselves gracefully to such a purpose. From a business point of view the name of Daggett & Ramsdell, for example, is beyond reproach or criticism, but as the "handle" for a group of toilet articles it leaves much to be desired. Some names, especially in the musical French language, are more appropriate, but even then they are not entirely satisfactory. The identity of a line of goods should reside in the products themselves—not in the maker. Note how much more effective is the bird and the word Jonteel combined as a trade mark, than would be the name of a person or firm, or some familiar and hackneyed word supposed to denote quality or superiority.

Of the latter there are multitudes. There are Paragon fire hose, Paragon meat products, Paragon roofings, Paragon sugar and Paragon tires. There are Red Cross cough drops, Red Cross shoes, Red Cross mattresses, Red Cross remedies and Red Cross salt. There are Royal coffee mills, Royal pain remover, Royal paints, Royal automobile tires, Royal salad dressing, Royal suction cleaners, Royal baking powder and heaven only knows how many more. And no doubt somebody, with a whole universe to choose unique and beautiful names from, is right this minute planning to put a Royal perfume on the market and will be deeply offended if the Patent Office refuses to permit him to trade mark the name.

It is by no means essential that a trade name be descriptive, or have any connection with the nature or quality of the merchandise. In fact such names sometimes prove a boomerang; if you name a container Cantleek, all the dealer has to do in order to substitute something else is to say, "This brand can't leak—we absolutely guarantee it to be unleakable," and the purchaser is satisfied.

But if your name is not descriptive, it should at least not be misleading. A few years ago a commodity called Egg-O-See was heavily advertised in a large list of newspapers throughout the country. Its name indicated that it was either a brand of dehydrated eggs or a hen food. It was neither; it was a cereal, of the breakfast food type. This name was a terrific handicap to stagger under, as should have been anticipated from the beginning. An amusing instance of a misfit name is the line of toilet goods called Pandora. The Pandora person was sent down to earth by the gods to bring misery to the human race as a punishment for the theft of fire from heaven by Prometheus; she brought with her a box or jar which, when opened, released a long train of ills and misfortunes. Truly a lovely name to attach to a line of toilet goods!

Not the least of the troubles of the man who could register a trade mark is the obstacles which our Patent Office may throw in his way. The actions of this bureau of our government are sometimes predicated upon sound business and ethical principles; often, like the ways of Providence, they are past finding out, I read in THE AMERICAN PERFUMER for March that registration of the word Checker for toilet preparations had been refused on account of the recorded articles of incorporation of the Checker Taxi Co. It would be interesting to know whether the Patent Office feared that the intending purchaser of a jar of Checker face cream would get confused and order a taxi; or whether, desiring a taxi to take her to the theatre, she would telephone to the corner drug store to send around a box of Checker talcum.

No doubt the Checker taxi people would be glad to consent to the use of the name for a line of toilet articles, and, if the latter were widely advertised under that name, the manufacturer thereof could go on doing business in peace till doomsday, and successfully protect the name against all infringement.

That is the only real protection for a trade mark. The government won't protect it, nor make any effort to do so. The courts will not fail to protect a man who in good faith builds up a piece of valuable property in the shape of a distinguishing mark or name for his goods, and the only way in which that can be done is through wide and continuous advertising.

BABSON SEES SUCCESS IN MEETING TRADE WHIMS

When Buyers Want Small Orders Please Them; Caution Soon Ends; Analysis of Outlook Bright for Business Men Who Heed His Advice

Roger W. Babson, the noted statistical expert and observer of business conditions, on which he bases conclusions regarding the future, continues optimistic for 1924. Mr. Babson, who is one of our regular contributors, advises us that there is just now a tendency to "hand-to-mouth" buying in which he sees an opportunity. He says:

"Nearly every producer and manufacturer reports a growing tendency in his trade to small lot buying. Retailers who formerly gave orders for a whole season's stock are now refusing to buy for more than short periods. Some absence of forward buying is found also among purchasers of raw materials. So general has the movement become that it is requiring broad changes in the selling routine of companies in almost every line. The main question is whether this is merely a temporary situation or one which will continue for a long period. The answer is that it will last as long as there is no extended rise in prices.

Why Buyers Are Conservative.

"Other factors of course are helping to make buyers conservative: recollection of heavy inventory losses in 1920; uncertainty regarding the political outlook with the attendant possibility of tariff revision; ample stocks of goods in producers' hands; unusual weather conditions; adequate transportation facilities, both by railroad and motor truck, which make it possible to get quick deliveries; intense competition among producers which makes them willing to accept any size of order,—all these are contributing factors. Some of them may be removed in the course of this year or next. The prime factor which will determine buying policy, however, will be the long major trend of commodity prices over the coming years.

"We believe the general trend in prices over the next fifteen or twenty years will be downward. Economists are divided on this question. One group expects that prices will be held up near present levels for the next ten years or more. The other group believes that the major price trend will repeat in a general way the movements which followed the Napoleonic Wars and the American Civil War. Nearly all are agreed, however, that the major trend of prices will not be upward, as it was from 1896 to 1920. It was during that period of gradually rising prices that the custom of large order buying was established. If, therefore, the general trend of prices from year to year has changed, business men should also expect a fundamental change in buying policy.

Present Caution Likely Soon to Subside.

"Doubtless some of the present caution in purchasing will subside as the current uncertainties in the outlook are removed. Even though the major swing of commodity prices is downward, we shall continue to have wave movements in business with periodic speculation in commodities. To an extent, however, this inclination toward conservative, short time buying is not merely a temporary situation, but rather is a fundamental tendency which should be taken into account in planning sales service.

"This change in buying habit may have many far reaching effects. It tends to reduce the speculative element in retailing. It favors industrial development in new localities. It increases the demand for warehouse space. It calls for wider use of mail, telegraph and telephone selling. It should tend to shorten credits. It should increase demand for the better class of jobbers and other distributing houses. It gives the domestic manufacturer an opportunity for service which his foreign competitors do not have.

"Whether this movement will work out as a misfortune or a benefit to the manufacturer, depends upon his willingness to set his plans in accordance with it. If retailers want to buy in small lots and carry lighter stocks of merchandise, make arrangements so that you can render the best service in that respect. It may mean more salesmen, if you try to continue the old order-taking routine. If, however, your men will aim primarily to make the proper contacts so that business can be carried on by mail, telephone and telegraph it may even reduce the selling expense.

"The whole point of the matter is that if the preference of the trade is going to be for small lot orders, the manufacturer who best adapts his service to meet these new requirements may turn this movement to his own advantage. Moreover persons who are interested as investors in manufacturing concerns should check up to see what their companies are doing to meet this situation.

"No car shortage is in sight. Usually the greatest demand for freight cars has come in the Autumn when crop movement and merchandise shipments were heavier. A recent analysis, however, suggests that next Autumn the total traffic load probably will not show the usual seasonal increase.

Watch Firms Depending on Rising Prices

"Statistics show that there are two main groups of business men: (1) Those who are nominally manufacturers or merchants, but really make most of their profit from advances in commodity prices. (2) Those who benefit from price movements only incidentally and make their main profit from the manufacturing or merchandising margin. The first group gathered big winnings while the general trend of commodity prices was upward. This group grew and increased its numbers during the war and post-war boom and, in fact, flourished to some extent throughout the whole period from 1896 to 1920. The secular trend of prices then was such that some speculative profits could be obtained.

"Now, however, the group of business concerns which depended on rising prices has reached the end of its rope. The major trend of commodity prices is no longer upward. During the past two years the general tendency has been toward lower levels. Those who habitually lean upon the crutch of rising prices of raw materials or goods in stock have suffered serious losses.

"The concerns, however, which make their profit from the regular manufacturing or merchandising margin are able to operate successfully under present conditions. Falling prices are offset by conservative buying and quick turnover. These firms are able to adjust themselves to any price trend. In the period ahead it is this second group of business concerns which will be successful. Those concerns which can do business only on a rising market will have difficulties."

APRIL REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, April 5.—Following is the April report on essential oils and other floral products:

Orange

There has been no frost as yet to blight the new crop of orange blossoms. We may hope, therefore, that the crop will be normal. Nevertheless market prices lower than those for the last harvest are not to be anticipated, because all the orange blossom products are at present exhausted and there are large demands which can not be met on account of lack of stock.

Neroli, which is so extensively used today in making the most fashionable handkerchief extracts, is in very great demand not only by perfumers but also by the manufacturers of synthetic products who are, so to speak, the largest consumers. Concretes and floral absolutes are no less popular, so that even if the crop of flowers is normal, there will be a very brisk market, because all the distillers have orders in advance and want to procure flowers in order to treat them.

Rose

The rose bushes have a satisfactory vegetation because the temperature is humid and there is no frost, conditions that are favorable to this plant. Consequently the crop will not be below standard, and the cost of roses, although higher than that of last year, will not go up in any very sensational degree. The demand for rose products has been very great recently so that the present stocks are almost exhausted and, in a fortnight or so, there will be nothing left of the gods distilled and manufactured in 1923.

Jasmin

Jasmin products are no longer in demand because the consumers know that there is nothing left of the last crop. High prices are to be expected this year because large orders have already reached the manufacturers of Grasse. The rise of transportation rates, the new taxes and other new fiscal burdens, have increased the cost of living. In addition to this, manual labor, fertilizers, etc., have gone up to such an extent that, even if the crop should be abundant, we have to expect high prices.

Tuberose

As there are no tuberose products left from last year's harvest, we must expect high market prices next summer.

Violet

The trade will have difficulty in procuring the necessary quantity of flowers.

The export of flowers in bouquets and the local trade uses up nearly all of the crop. The Cote d'Azur has been visited this year by a crowd of foreigners who, profiting by the favorable exchange, have come to spend the winter at Nice, at Cannes, at Monte Carlo, at Menton, at Grasse, and at other towns of the Riviera. The fêtes organized by the hotels and casinos to amuse their clientele have required a great many flowers, mimosa, violets, carnations, etc. The high prices offered to the growers by the florists of the Cote d'Azur have entirely diverted all these perfume flowers from the trade. Since as much as forty centimes is paid for a small and simple bouquet of violets composed of twenty flowers, the value by the kilogram may be calculated. Three francs per kilogram is paid for mimosa and forty centimes apiece for carnations.

It is impossible for the trade to pay such prices, because the products would cost so much to make that their sale would be impossible. The trade must, therefore, wait until all these flowers are too full blown to be sold for export. Then the prices will drop considerably and will become available to the manufacturer.

Mimosa

The treatment of mimosa has begun because the market price of the flower is now low enough to make it possible for the trade to buy. The reason for this is that the flowers are about to fade and can no longer be sent away, or even sold to make bouquets.

Hyacinth

The harvest of these tiny blue bells which spring up under the olive trees of Grasse started several days ago. The rain that we have had for a week prevents the picking, but the crop will be normal this year.

Narcissus

We are just at the height of the harvest. The blooming has been satisfactory.

Geranium

After having risen to extremely high points the Bourbon oil has dropped in price considerably. Heavy speculation by a large Paris firm was the cause of these high prices, but the new cutting which is putting large supplies on the market, the recovery of the French franc and still other causes, have made the prices go down rather suddenly. The Bourbon geranium for sale in France is, however, rather slight, on account of the small amounts here.

The Algerian oil is at present unobtainable, and there will be no new supply until next May or June. The offers now being made for oil to be delivered at that time show that it will be very scarce, and that the prices will be rather high.

Grasse geranium is still in the same condition. There has been no fluctuation in its market price.

Mint

The foreign oils are still very expensive, because, since the foreign exchange has gone down, the market prices at the source have gone up, so that the situation remains the same.

As for Grasse mint oil, the prices will certainly be higher than they were for the harvest of 1923.

Lavender

There is nothing to be said with respect to the condition of the market of this oil. As we wrote in our last review, none remains on sale, and there will be no more lavender until the end of the summer.

The same holds true for spike oil.

Summary

All the floral products are at present very scarce, and no drop in price is to be expected when the next crops come in. The essential oils from the Grasse region will all be more expensive than last year because there are large demands to be met and because the present production will not be sufficient.

Battle of Flowers a Fine Spectacle

The most beautiful Battle of Flowers of the Riviera took place last Monday at Grasse. A great many carriages and automobiles covered with violets, carnations, mimosa, and roses took part in it. A number of perfume houses were represented and sent veritable monuments made of flowers to the battle. The first prizes were awarded to the following houses:

Etablissements Antoine Chiris, who made an immense swan out of white carnations and white gillyflowers, and Ferrand, Charabot & Company (Hughues Aine) who decorated a large float, representing a Louis XVI basket, with roses and carnations of extraordinary value.

The limousine of Pierre Morena, one of the partners, attracted great attention by the richness of its decoration and the rarity of the flowers which covered it, as did also the Provençal carriage of the house of Roure Bertrand Fils.

PLANT EXUDATIONS USED IN PERFUME INDUSTRY

Second Article of Series on Raw Materials for Toiletry Manufacturers; Oriental Storax, and Myrrh, Bisabol and Herabol are Subjects of Survey

By W. A. POUCHER, Ph. C., London, Eng.
Author of "Perfumes and Cosmetics"

(Series Continued from Page 12, March, 1924)

Oriental Storax

Several kinds of Storax are known but the only one of practical importance to the perfumer is the product of *Liquidambar Orientalis* N. O. Hamamelaceæ.

Storax was undoubtedly used by the ancients and although a sweet smelling resin it was probably obtained from a different source, *S. Officinalis* N. O. Styraceæ. One of the earliest cases in which this product is mentioned occurs in the Bible[1] (about the year 1491 B. C.), where it is referred to as "stacte." This is the Greek word for a drop or exudation, and it was obtained from the stems and branches of the tree by incision.

S. Officinale thrives in Asia Minor, Syria and Greece, and is a stiff branched shrub, having oval leaves and whitish flowers which in appearance and perfume resemble those of the Orange Blossom.

It is also found today in Southern France and Italy. Some commentators have expressed the opinion that this plant is the poplar rod of Jacob, but its shrubby nature would seem to preclude it.

Storax is mentioned by Theophrastus[2] in the general list of plants used for perfumes, but there is no indication of its source.

The old fashioned Calamita Storax (calami rushes or quills) was probably obtained from *S. Officinalis* but is nowadays replaced by an artificial product. This is prepared in the Levant by mixing sawdust with Oriental Storax and other resins.

Liquidambar Orientalis is a tree found growing in vast forests in the southwest of Asia Minor. It attains a height of from 20 to 30 feet but when near a river may reach double this height. The balsam is stated to be collected chiefly by a tribe of Turcomans called Yuruks. The methods they adopt to obtain it have been variously described, but from a consensus of reports the following is probably the process generally applied. In midsummer the outer bark of the tree is bruised and beaten, which causes the balsam to exude into the inner bark. The outer bark is removed and subsequently sold for purposes of fumigation. The inner bark is then stripped off by means of specially shaped knives and boiled with water, which causes the balsam to separate and float to the top whence it is removed. The partially exhausted bark is then packed in horsehair bags, and subjected to pressure in a somewhat primitive wooden lever press.

In order to facilitate the expression of as much balsam as possible, hot water is continually thrown over the bags. The balsams obtained by boiling and pressure are mixed in casks which are shipped at the more important ports in the Eastern Mediterranean. The exhausted bark is spread out in the sun to dry when it has the appearance of thin brownish red strips. These retain a pleasant balsamic odor and enter commerce as *Cortex Thymiamatis*.

In its crude state Oriental Storax is a grayish brown opaque balsamic resin, and is purified for use by solution in alcohol (ethyl or isopropyl), filtration and evaporation of the solvent. It soon assumes a transparent appearance.

The odor of Storax recalls naphthalin, but in very dilute solution it has a subtle bouquet reminiscent of Hyacinth, Jonquille and Tuberose. In the form of a tincture 1 in 10 it is used as a fixative for handkerchief perfumes. The purified balsam has a very wide application in both soap perfumery, and the manufacture of concentrated floral ottos. It may be used with advantage in the following odors: Hawthorn, Hyacinth, Jonquille, Lavender, Magnolia, Night Scented Stock, Tuberose and Verbena.

Liquid Storax of American origin from *Liquidambar Styraciflua* does not appear to have any extensive use in Europe. It has already been described in these columns[3] with a very complete account of its production.

Other Storax resins from America are *S. Pearcei* from Eastern Bolivia. Bogota Storax *S. Aurea* and *S. Ferruginea* from Brazil. From Formosa and Southern China is obtained a Storax of similar odor—*Liquidambar formosana*.

* * *

Myrrh, Bisabol and Herabol

Myrrh is one of the earliest gum-resins mentioned in history, and in nearly all cases it is referred to in conjunction with spices, and must therefore be supposed to have been of considerable value as a perfume.

Over 3500 years ago it was written in Genesis that "A company of Ishmaelites came from Gilead with their camels, bearing spicery and balm and myrrh going to carry it down to Egypt," xxxvii, 25 (1729 B. C.), and again "Carry down the man a present, a little balm, and a little honey, spices and myrrh, nuts and almonds," xliii, 11 (1707 B. C.). In the Hebrew text, however, it will be found that the word lôt has been translated myrrh, whereas today it is recognized that owing to the then very elementary knowledge of botany, this word has been misunderstood, and should have been translated *Labdanum*. Modern authorities are of the opinion that the Hebrew word Môr, which occurs in several other places, is the correct description of the myrrh of commerce of the ancients, but it does not occur until the writings of 200 years later. In Exodus xxx, 23 (1491 B. C.) we read "Take thou also unto thee spices, of pure myrrh . . . sweet cinnamon . . . and of sweet calamus," and later in Psalms xlv, 8, "All thy garments smell of myrrh and aloes and cassia." In the New Testament it is referred to in St. Matt. ii, 11, and St. John xix, 39, and St. Mark xv, 23, the latter in a peculiar way. In Canticles 1, 13, a "bundle" of myrrh is spoken of and this seems to

[1] Exodus XXX. 34.
[2] Enquiry into Plants. IX. 7.3.
[3] American Perfumer 14 (1919) 161.

preclude the ordinary drug, which occurs in lumps. The inference drawn by some authorities is that this may refer to the aromatic herb *Myrrhis Oodorata*.

In the works of Theophrastus there are several references to myrrh in which the collection and commerce of this drug about 300-400 B. C. are discussed. In his "Enquiry into Plants," lx, 4, he devotes a considerable amount of space to a description of the plant and its gum-resin, and gives many interesting details of the part it played in Arabian worship. It appears that the myrrh from all parts was collected into the temple of the Sun, and that this temple was the most sacred thing which the Sabaeans of Arabia possessed, and it was guarded by certain Arabians in arms. When they had brought it, each man piled up his own contributions of myrrh and left it with those on guard. On the pile he put a tablet on which was stated the number of measures it contained and the price for which each measure should be sold. When the merchants came they looked at the tablets and whichsoever price pleased them, they measured and put down the price on the spot whence they had taken the wares, and then the priest came and having taken the third part of the price for the god, left the rest of it where it was and this remained safe for the owners until they came and claimed it.

Two kinds of myrrh are known in the East, viz.: Bisabol and Herabol. The first represents perfumed myrrh and in Somaliland is spoken of as Habbak Hadi, the gum of the Hadi tree; the second is known to the natives as Mal-Mal and is recognized as the true medicinal myrrh. There appear to be no definite indications in ancient writings as to which of these drugs was used, but from the frequent reference to its appreciation as a perfume, it must be presumed that Bisabol was meant.

The botanical source of the myrrh of commerce was for many years a matter of conjecture and occupied the attention of such distinguished scientists as Tschirch, Bergmann, Schweinfurth and Holmes. Thirty years ago Schweinfurth[4] stated that the gum resin could only be yielded by *Commiphora Abyssinica* or *C. Schimperi* and that *Balsamodendron Myrrha Nees*, was completely odorless and yielded no trace of resin when the branch or stem was incised. Eleven years later Tschirch and Bergmann[5] considered it premature to indicate any definite species, the only thing certain being that a *Commiphora* species of Northeast Africa yielded the drug. Holmes has probably contributed more to the knowledge of myrrh than any other authority, and in a paper read before the British Pharmaceutical Conference in 1913, he cleared up a good deal of the doubt which had previously existed.

Owing to the thorny character of the tree yielding this drug and the small clustered leaves, herbarium specimens are very difficult to press, and as the flowers appear in the hottest time of the year, when the weather is too hot, as a rule, for Europeans, are therefore rarely collected, so that the trees had until then remained imperfectly known.

Holmes, however, obtained specimens of leafy twigs of the tree with fruits as well as bark off the same tree as the twigs, and after an examination of them concluded that they belonged to *Balsamodendron Myrrh Nees*, N. O. Burseraceæ. This confirmed an opinion previously expressed by him in 1899.

The myrrh tree grows in Arabia and the Somali country where two varieties are recognized by the natives. The more common one is known as Guban myrrh and is found in the low lying ground extending to the mountains. The tree seldom exceeds five feet in height and the gum is collected in the summer. The other is known as Ogo myrrh and the tree which attains a height of about 15 feet is distributed on the mountain ranges of the interior including the Ogaden. It yields a finer quality of gum-resin although the two trees are alleged by the Somalis to be identical.

The gum-resin is secreted between the cortical layers of the tree from which it spontaneously exudes and falls to the ground. It is collected in goat-skin bags and is subsequently brought down to the coast.

Bisabol or perfumed myrrh is obtained from *Commiphora Erythrae a var globrescens Engl*, N. O. Burseraceae and is also collected in the Ogaden country. It is packed separately in goat-skin bags and generally finds its way to Bombay and thence to China where it is used in religious ceremonies. Quite recently quantities of a resinoid obviously prepared from bisabol have reached England from the continent and been sold under the description "Opoponax Resin." The odor of bisabol although pleasant is quite different from the somewhat foetid gum-resin previously imported and obtained probably from the Umbellifer *Balsamodendron Kataf*.

Myrrh is used principally in liquid dentifrices when it is employed in the form of a tincture. This is prepared by macerating the coarsely powdered drug in 90 per cent alcohol for a week with subsequent filtration. In this form it is also useful as a fixative for the oriental type of perfume and also for honeysuckle and broom. It may also be usefully employed in preparing these floral ottos but it is better to remove some of the alcohol from the tincture by distillation *in vacuo* until the volume represents approximately 50 per cent of gum-resin. When bisabol is available, it is naturally better to use it in perfumes since its odor is more aromatic. It may be prepared for use as above described.

(Series to be Continued.)

[4]Year Book of Pharmacy (1894) 171.

[5]Arch der Pharm 243 (1905) 641 through Schimmels. Report April (1906) 46.

Ceylon's Citronella Oil Exports

John W. Greene, president of John W. Greene & Co., New York, has collected statistics of Ceylon's exports of citronella oil for the ten calendar years of from 1914 to 1923, January 1 to December 31, the shipments having been made from Colombo and Galle, as well as interesting facts for the last two trade years. The figures are as follows:

Exports from Ceylon of citronella oil in pounds during ten calendar years: 1923, 1,118,619; 1922, 1,325,355; 1921, 1,215,645; 1920, 1,015,310; 1919, 1,050,989; 1918, 1,048,202; 1917, 1,211,197; 1916, 1,399,791; 1915, 1,675,456; 1914, 1,453,520.

Distribution of Ceylon citronella oil during 1923 and 1922, compiled as from January 1 to December 31 in each year:

To—	1923 Pounds	1922 Pounds	To—	1923 Pounds	1922 Pounds
United States.	571,841	779,951	Newfoundland	8,894	4,186
United Kingdom	379,200	313,403	Canada and Newfoundland.	8,894	4,186
Belgium	2,683	3,657	Egypt	2,350	.....
France	45,278	3,452	Africa	8,459	9,774
Germany	22,251	37,221	India	15,267	26,866
Holland	12,145	14,213	Straits	8	1,574
Italy	3,392	11,319	China	1,792	13,154
Spain	1,205	5,394	Japan	2,272	9,968
W. Australia..	2,273	2,334	Other countries in Asia.....	.....	2,167
S. Australia.	2,504	3,972	Other countries in Europe...	35	.....
Victoria	15,693	31,877			
N. S. Wales.	17,711	43,130			
Queensland ..	3,366	7,065			
			Total exports.	1,118,619	1,325,355

Mr. Greene points out that the figures show an increase in shipments to the United Kingdom and France, and a heavy decrease in shipments to other countries, and to the United States (of 208,110 pounds), thereby reducing the supply so much that the European, as well as our own limited stocks, will probably have to be drawn upon to meet actual requirements.

TOILETRY MANUFACTURERS OFFER FINE PROGRAM

Our Industries Now in Lead in Practical Activities of Associations;

Chicago Invokes the Radio to Boost Perfumes; News of Expositions

PERFUMERS WILL ENJOY 30TH ANNUAL MEETING THIS MONTH

Preparations for the thirtieth annual meeting of the American Manufacturers of Toilet Articles April 22, 23 and 24 at the Biltmore Hotel, New York, have been completed and a program of exceptional interest has been mapped out for the members and their guests. A survey of the schedule will show that plenty of work will be accomplished of importance to the perfumery and allied trades embraced in this old and beneficial industrial association, while the entertainment features, which will appeal also especially to the away from the metropolis members, (and their ladies,) are ample. The outlook is for one of the most pleasant and successful conventions ever held by the association. There may naturally be divergencies of opinion, as sometimes there have been in the past, but the outcome surely will make for the welfare of the industries. The program follows:

Tuesday, April 22, 1924

Luncheon 12:30.
Roll Call.
Communications.
President's Address.
Reports of Officers.
Reports of Committees.
Report of Committee on Trade Practices, V. C. Daggett, Chairman.
Address by Sidney M. Colgate.

Theatre Party—8:30 P. M., Apollo Theatre, 42nd Street, West of Broadway, Musical Comedy "Poppy." [Exchange coupons for regular theatre tickets at Secretary's desk at the Convention before 3 p. m.]

Supper, 11:30 P. M. Rose Room, Hotel Biltmore. Dancing

Wednesday, April 23, 1924

Special Session 11 A. M.:
Report of Washington Representative W. L. Crounse.
Luncheon 12:30.
Address: "Business Ethics, by Hon. Nelson B. Gaskill, Member of the Federal Trade Commission, Washington, D. C.
Address: "Design Registration" (Now pending in Congress), by E. W. Bradford, Washington, D. C. Attorney for the Design Registration League.
Appointment of Tellers.
Appointment of Committee on Nominations.
Nominations for Officers and Executive Board.
Appointment of Treasurer's Auditing Committee.
Report of Counsel, Abel I. Smith.
Unfinished Business.

Thursday, April 24, 1924

Special Session, 11 A. M.
Luncheon 12.30.
Report of Committee on Nominations.
Report of Treasurer's Auditing Committee.
Report of Committee on Resolutions.
New Business.
Election of Officers and Executive Board.
Installation of officers.

7:00 P. M.—Reception and Banquet, Cascade Room, Hotel Biltmore. Dancing
[The Banquet will be served *promptly* at 7:30]

(*Continued on Next Page*)

GARVAN DINNER WILL END BIG WEEK FOR AMERICAN CHEMISTS

A large attendance is promised at the dinner to be given to Francis P. Garvan at the Waldorf-Astoria, New York City, April 26, in recognition of his services to chemistry in America. The dinner is under the auspices of the following national organizations:

American Chemical Society, Dr. Leo H. Baekeland, president; American Electrochemical Society, Arthur T. Hinckley, president; American Institute of Chemical Engineers, Dr. Charles L. Reese, president; American Association of Textile Chemists and Colorists, Dr. Louis A. Olney, president; Manufacturing Chemists' Association, Elon H. Hooker, president; Salesmen's Association of the Chemical Industry, Ralph E. Dorland, president, and Synthetic Organic Chemical Manufacturers Association, Dr. Charles H. Herty, president.

This dinner will be the closing feature of a week of unusual chemical activities. The American Chemical Society will hold its annual spring meeting April 21-25, in Washington, and the American Electrochemical Society will meet April 24-26, in Philadelphia. Both societies have been invited by General Amos A. Fries, head of the Chemical Warfare Service, to visit Edgewood Arsenal on April 26 and a special train later will bring the visitors direct to New York in time for the dinner to Mr. Garvan.

Plans of National Paper Box Manufacturers

One of the features of the forthcoming sixth annual convention of the National Paper Box Manufacturers at Swampscott, Mass., May 27 to 29, will be the special attention to be given to the feminine contingent. A special program is being arranged for the edification of the ladies by a committee headed by Mrs. Alderman, wife of Harry O. Alderman, of the Alderman-Fairchild Co., of Rochester, who is the national president of the paper box men. Sports, golfing, boating, motoring and other forms of enjoyment will be available for the members when not busy in the business sessions of the association.

National Tin Can Club Organized

An association known as the Tin Can Club composed of nearly 30 leading manufacturers of cans and metal products in the United States was formed recently. The office of the secretary and the headquarters of the organization is located in Pittsburgh, Pa., 1001 Union Bank Building. Officers elected were: President, W. D. Trabue, Federal Can Co., Nashville, Tenn.; vice-president, H. S. Gille, Gille Can Co., Kansas City, Mo.; vice-president, J. W. England, Passaic Metalware Co., Passaic, N. J.; secretary treasurer, W. T. Johnson, Pittsburgh.

Chicago Allies Invoke Radio to Boost Perfumes

Chicago Perfumery, Soap and Extract Association is extremely active this year, one of its notable events being a dinner dance to be held in the Colonial Room of the Edgewater Beach Hotel on May 14. It is expected that WGN Broadcasting Station, which is located in the hotel, will carry a little musical entertainment to be given by some of the members and a short address on "Perfumes" by Francis W. Jones, of Melba, Inc. It is expected that radio fans in our industries within range of WGN will "listen in."

The entertainment committee consists of Frank Z. Woods, R. H. Lingott, George A. Briggs and Donald M. Clark.

At the March 19 meeting Mr. Pasdeloup, president of the

Chicago Bowlers' Association and treasurer of the American Bowlers' Association for twenty-five years, gave an interesting talk on his hobby. There were sly winks when he remarked that if everybody indulged in a "bowl" at least two or three times a week there would be no need for doctors. A bowling tournament is on the association's tapis for after Easter.

At the April 2 meeting Duncan Clark, editor of the Chicago *Post*, was on the card for an address on good government. It was facts and figures; no politics.

A. PH. A. ELECTS OFFICERS; FUND STARTS

The tellers in the election for new officers of the American Pharmaceutical Association have completed the count and have declared Charles W. Holton, of Newark, N. J., elected president. The following were elected to the Board of Directors: Dr. H. V. Arny, New York City; Dr. A. G. DuMez, Washington, and Dr. H. M. Whelpley, of St. Louis.

Mr. Holton has been active in association work for many years, and is president of Holzhauer's Drug Store, Inc., of Newark. He is a graduate of Princeton University, the New York College of Pharmacy and Columbia University. He is a past president of the New Jersey State Pharmaceutical Association and has served several years as secretary of the New York College of Pharmacy.

Mr. Holton is taking an active part in the headquarters building campaign of the A. Ph. A., and has expressed the hope that at least one million dollars will be raised so that a fitting structure can be erected and endowed. The campaign got under way April 1. Organization of committees in each state has been completed and, good results are anticipated. Already the committee has received subscriptions totaling several thousand dollars. Included among recent subscribers are the following: Lambert Pharmacal Co., $1,000; Abbott Laboratories, $1,000; G. A. Pfeiffer, $10,000; E. R. Squibb & Sons, $5,000; Sharpe & Dohme, $5,000, and Eli Lilly & Co., $5,000.

American Drug Manufacturers

About 200 members attended the thirteenth annual meeting of the American Drug Manufacturers' Association held in the Biltmore Hotel, New York, April 7-10. Interesting addresses and reports were presented.

Dr. Alfred S. Burdick of the Abbott Laboratories, Chicago, was re-elected president. The following were also re-elected: S. B. Penick, New York; Willard Ohliger, Detroit, and Ralph R. Patch, Boston, vice-presidents; Franklin Black, New York, treasurer, and Carson P. Frailey of Washington secretary. Directors elected were Oscar W. Smith, Detroit; Charles G. Merrall, Cincinnati, and Horace W. Bigelow, Detroit.

Chinese Merchant Talks to Chemical Salesmen

The March 17 feast of the Salesmen's Association of the American Chemical Industry at the Aldine Club, New York City, was a big success. Ralph E. Dorland, president of the association, presided. The principal speakers were K. C. Li, president of the Wah Chang Trading Corporation, and Charles Lyon Chandler, of the Corn Exchange Bank of Philadelphia.

Elias A. Johnson of the Monsanto Chemical Works, Charles H. Berle, Leonard L. Lehritter and Walter J. Murphy of the American Cyanamid Co., were elected to membership.

Druachem in New Home on May 1

The Druachem Club will occupy its new quarters at 15 John street, New York City, on May 1. This is the first step of the club toward expanding its membership and broadening its activities in the drug, chemical and allied fields. The new quarters are being attractively fixed up, and it is planned at an early date to have a suitable celebration.

Spice Trade Association Meets in May

American Spice Trade Association will hold its annual meeting in St. Louis on May 14, preceded by the semi-annual meeting of the Spice Grinders on May 13. Charles W. Flach is chairman of the committee on arrangements, Henry W. Grote, chairman of the reception committee and Gus Biston, of the entertainment committee.

PERFUMERS WILL ENJOY 30TH ANNUAL MEETING THIS MONTH

(*Continued from Preceding Page*)

The banquet on the night of April 24 in the famous Cascade Room of the Biltmore Hotel promises to be most enjoyable. The program for it must not be told so far in advance, but we are permitted to give some hints of what is in prospect for the diners. First, the fact that Walter T. Hathaway will be toastmaster means much to everybody interested. Major-General Henry T. Allen, Commander-in-Chief of the American Army of Occupation in Germany, is to be one of the speakers. The Rev. Roy E. Manne, pastor of Grace Methodist Episcopal Church, Brooklyn, N. Y., is to give an entertaining talk on "The Man Who Smiles." Others on the list include Mrs. Orrin Castle Isbell, lyric soprano; Everett L. Shaw, baritone, and Miss Anna Louise David, harpist.

The Convention Committee is composed of Walter T. Hathaway, Chairman; Edward V. Killeen, Burton T. Bush, August F. Kramer, Louis Spencer Levy, Secretary, (by invitation).

RESULTS OF EXPOSITION PERFUME TESTS

In our report on page 16, March issue, of the psychological perfumery tests at the Second International Perfumery and Toilet Articles Exposition, the estimates of the results were wonderfully close to the final report made by the experts. As then printed the final conclusions were not available and they were not announced until long after our March issue had been printed, but the statement that lilac was the most popular odor with both women and men was verified in the last analysis, while there were some unimportant changes in the popularity of other odors. Now come the final conclusions which have been wrought out with exceeding care by the experts of the chemical laboratory of R. H. Macy & Co., Inc., in cooperation with A. T. Poffenberger, associate professor of psychology at Columbia University. Herewith the results of their deliberations:

Six little packets, each containing a different scent—rose, violet, lilac, jasmin, French bouquet, and an Oriental bouquet, were handed out from a special booth at the show. A corps of college girls recorded the preferences of the voters, and also made notes as to the sex, size, color of hair and general appearance of the individual. Each scent was identified by a code letter so as to obtain an impartial choice. At the same time, similar experiments were conducted at Columbia University where 200 students took the tests. The results of the Columbia and the Macy tests coincide in practically every respect.

The report verifies our statement regarding the unanimity of both men and women in giving first place to lilac. On second choice they could no longer agree; the women preferred Oriental bouquet; the men, French bouquet. The relative standing of the perfume odors follows:

	Female	*Male*
1.	Lilac	Lilac
2.	Oriental Bouquet	French Bouquet
3.	Jasmine	Jasmine
4.	French Bouquet	Oriental Bouquet
5.	Violet	Rose
6.	Rose	Violet

As a group, the slender women indicated a decided preference for the delicate odors. The stout women, however, selected the stronger scents. Lilac received a vote three times that of Oriental bouquet from the slender woman; but

(*Continued on Page 94*)



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our March report Gordon M. Day, president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been actively concerned with the affairs of the Flavoring Extract Manufacturers' Association of the United States. Congress and the State legislatures are being watched carefully. Mr. Bond has attended the hearings on the obnoxious Cramton bill intended to create a Prohibition Czar and as will be seen in our Washington Correspondence has made an able argument against its enactment into law. The Association is making a strong fight against the Cramton bill and the Haugen bill, both of which are menaces to the interests of all flavoring extract manufacturers.

Circular 163, issued by President Day and Attorney Laning, gives the chief provisions of the new Missouri State Beverage Inspection Law, which affects manufacturers of all fountain syrups, flavors and extracts and provides for the chemical analysis of the same by the State Beverage Inspector. Manufacturers not conversant with the law can obtain information from Attorney Hickey.

Much matter of interest to our flavoring extract readers will be found in our Washington Correspondence in addition to the report of the Cramton bill hearing. Considerable space is devoted to the issue of revised Regulations No. 60, which will become operative May 1.

The Executive Committee, it is understood, has tentatively decided to hold the fifteenth annual convention in Boston, probably in the week of June 22 to 28.

SODA WATER FLAVORS MANUFACTURERS

W. S. Bickford, of New Orleans, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in looking out for the interests of the association and its members during the last month. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members. His circular of March 17 called especial attention to the Missouri State Beverage Inspection Law. The law is drastic and its provisions should be read and heeded by all persons engaged in the industry. Secretary Hickey's circular gives the essential provisions of the law.

Information in Other Departments.

Readers of the Flavoring Extract Section are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade Marks, and other departments of The American Perfumer.

NEWS OF THE VANILLA BEAN SITUATION FROM ALL POINTS OF VIEW

Our regular Market Report on Vanilla Beans covers the situation quite fully, but there are some additional lines of information that are interesting to flavoring extract manufacturers. In our March Flavoring Extract Section we indicated the figures for the last five years showing the drop in amount and the rise in value of vanilla bean imports. We now have the figures for the first two months of this year and for the eight months up to March 1 in the present Government fiscal year. Both quantities and values are given, for they show variations in comparison that are in line with some of the previous remarkable fluctuations:

	1923		1924	
	Pounds	Value	Pounds	Value
February	73,866	$147,899	146,488	$430,921
January	120,969	259,081	33,647	102,670
8 Months ending Feb. 29	791,528	1,485,321	436,101	1,358,526

Some of the trade journals have been interviewing manufacturers regarding the high prices which are now current for vanilla beans, and the suggestion has been made that the rise is due in part to an alleged combination of consumers a long time ago to screw the sellers down below not only a reasonable profit price, but below cost. It is well known in the flavoring extract industry that such a combination would be impossible. If there ever was any foundation for it the thought must have been based in joking badinage. Most consumers figure that prices are too high. Some of them see good reasons for the present quotations; others do not. The old law of supply and demand seems to be away on vacation, possibly in Mexico or some other sunny clime where vanilla beans grow without figuring on their market fate.

That the situation is disturbing to consumers of vanilla beans is absolutely without question, but the solution seems at present to be beyond their control. Ultimately, if the condition continues, in the opinion of some thoughtful observers, the manufacturers of improved synthetics will have an innings, for in fact even now this end of the problem is being seriously considered by a few of the victims of the High Cost of Vanilla Beans. Meanwhile the synthetic manufacturers are doing everything possible to perfect their products.

Boom for Vanilla Beans Starts in Tahiti

The Associated Press correspondent at Papeete, Tahiti, under date of February 27, received here this month, says: "The sudden rise in the price of vanilla beans during recent weeks has induced a rather exciting speculative boom in the Tahitian Islands, especially among Chinese. Some time ago a Chinese merchant in Papeete, by accumulating vanilla beans when prices were low, amassed a fortune on the turn of the market. Now many Chinese are endeavoring to do likewise, despite higher prices. They argue that by the failure of the crop in Madagascar and Bourbon and the reduced yield in Mexico owing to war, vanilla beans will command still higher prices. Every land owner is planting every available acre in vanilla vines.

"In Bora Bora, though there are scarcely five miles of passable roadway, motor cars are in great demand. The agent for a widely known American light car is taking

vanilla beans in exchange for cars, while bicycles in large numbers have been virtual legal tender for purchase of vanilla beans."

Mexican Industry in Unfavorable Position

Vice Consul Willys A. Myers, Vera Cruz, says: "It is reported that in the vanilla districts there is a shortage of money and experienced labor for the pollenizing of the vanilla flowers, and that these conditions will affect the vanilla production for the 1924-25 crop. The Mexican vanilla begins flowering in March and April, at which time the flowers are fertilized. The pollenizing is done early in the morning, a small orange-wood stick being used to carry the pollen to the stigma of the flower.

"The decree that all importations and exportations pay 10 per cent ad valorem tax stopped vanilla shipments to the port of Vera Cruz for the time."

Will Survey Tahiti Island Situation

Chester A. Smeltzer, of the vanilla beans department of the Dodge & Olcott Co., New York, will sail soon for the Tahiti Islands on a trip of investigation. Mr. Smeltzer will leave here about April 25. His plans include a thorough investigation of sources of supply, prospects for further development and the curing and shipping of beans from Tahiti. Some time ago, Mr. Smeltzer made trips to Guadaloupe and later to Mexico in the interests of the vanilla bean trade, and these trips led to considerable development of these markets and improvements in the methods of securing and handling beans from these producing centers. The prospective visit to Tahiti is in line with this policy and is expected to accomplish much the same ends.

QUEBEC LISTS JAMAICA GINGER AS LIQUOR

Extract of Jamaica ginger, as far as its use in the province of Quebec is concerned, will in future be classed as an alcoholic liquor, and its sale will be subject to the regulations of the Quebec Liquor Commission. There is a considerable quantity of this extract retailed at present by dealers who have not been notified of the change in the law. The amendment governing the sale of the extract was adopted by the Quebec legislature at its last session. It is understood that owing to Jamaica ginger extract having been classed as an alcoholic liquor, its sale by retail grocers and others will soon be prohibited, and that it will have to be handled by the government liquor vendors.

Maryland Extract Alcohol Limit Killed

A delegation of fifteen extract manufacturers, chemists, druggists and bakers appeared before the judiciary committee of the Maryland House of Delegates at Annapolis March 25 to protest against the bill introduced by Mr. Callan, which would limit the alcoholic content of flavoring extracts to 10 per cent. Richard H. Bond, chairman of the legislative committee of the Flavoring Extract Manufacturers' Association and chairman of the legislative committee of the Drug Exchange Bureau of the Baltimore Merchants and Manufacturers' Association, was the principal speaker. He said the bill seemed to indicate that someone was trying to obtain a monopoly of the manufacture of extracts, and that it was illogical and exceedingly harmful to the trade, without benefiting the general public.

Dr. F. M. Boyles, chief chemist of McCormick & Co., extract manufacturers, declared that if the measure were passed it would be absolutely impossible to manufacture extracts, since there was no hope of finding a substitute for alcohol as a solvent and otherwise, and that every manufacturing house would be forced to go out of business if the bill became a law.

After hearing various other arguments the committee decided to make an adverse report, which kills the measure.

Spain to Encourage Olive Oil Exportation

By royal order the producers and exporters of olive oil, their co-operative organizations, and the official chambers of commerce of Spain have been requested to submit to the Ministry of Labor, Commerce, and Industry proposals to encourage and stimulate the exportation of olive oil to overseas markets.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 11,751 to 11,850, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

11,761. Adulteration and misbranding of oil of sweet birch and wintergreen oil. U. S. vs. ————. Plea of guilty. Fine, $25. Analyses of samples by the Bureau of Chemistry showed that they contained synthetic methyl salicylate and that they were not true oils of wintergreen or birch.

11,775. Adulteration and misbranding of lemon and vanilla flavors. U. S. vs. ————, a corporation. Plea of nolo contendere. Fine, $200. Analysis of a sample of the lemon flavor by the Bureau of Chemistry showed that it was an imitation lemon flavor, consisting of a hydro-alcoholic solution and containing a small quantity of citral, artificially colored. Adulteration was alleged in the information for the reason that a substance, to wit, a hydro-alcoholic solution of citral, artificially colored, with respect to the lemon flavor, and a dilute alcoholic solution of vanillin and coumarin, artificially colored, with respect to the vanilla flavor, had been mixed and packed with the articles so as to lower and reduce and injuriously affect their quality and strength had been substituted.

For the first time in some months there are no olive oil fines. Two olive oil seizures were released in bond to be relabeled.

Pennsylvania

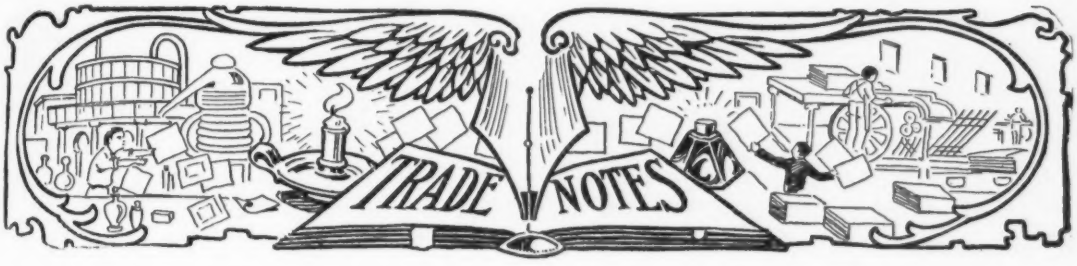
A merger of the Bureau of Foods and Bureau of Chemistry of the Pennsylvania Department of Agriculture has been announced by Secretary F. P. Willits. The new unit is to be known as the Bureau of Foods and Chemistry, with James Foust as director, and James W. Kellogg as assistant director and chief chemist. Mr. Willits expects the merger to result in increased efficiency and economy in the campaign against the unlawful sale of misbranded articles of food and other products. No change in the working force is contemplated. More samples will be collected and a large number of analyses made. The number of districts also will be increased, so that the state can be more thoroughly canvassed. Mr. Foust has given notice that he will retire in April, 1925, when he will have completed twenty-five years in the state service. Secretary Willits has selected Mr. Kellogg to succeed to the position.

Flavoring Extract Exports Continue to Decline

Just what is the matter with the trade in the promotion of foreign exports of flavoring extracts is a puzzle that the F. E. M. A. should consider. Last month we gave the complete figures for 1923 and four previous years. Now we have January and February, 1924, which disclose no improvement. It will be noticed that the Department of Commerce, starting January 1, segregates flavoring extracts from fruit juices, both having formerly been reported as one item in the statistics:

	1924		8 Months Ending Feb. 29	
	January	February	1923	1924
Flavoring extracts[1]	$36,697	$27,299	$416,249	$422,617
Fruit juices, etc	18,993	24,562	118,200	111,084
Totals for 1924	$55,690	$51,861	.....	.....
Totals for 1923	$68,659	$46,048	.....	.....

[1] Includes fruit juices prior to Jan. 1, 1924.



The *Review*, published by the American Chamber of Commerce in France, announces that Mrs. Lillian S. Thomas, president of Harriet Hubbard Ayer, Inc., of New York, and 33 boulevard Haussmann, Paris, has given 10,000 francs to the American Hospital of Paris for its building extension fund.

C. Leonard Pfeiffer, of Richard Hudnut, Inc., New York City, accompanied by Mrs. Pfeiffer, sailed March 29 on the *Savoy* for a two months' trip on the continent which will include visits to Paris, Cannes, Italy, Switzerland and England. They expect to return about June 1.

Edgar M. Queeny, son of John F. Queeny, chairman of the board of directors of Monsanto Chemical Works, St. Louis, Mo., has been appointed manager of sales at the main office, at St. Louis, taking the place of Frank L. McCartney, who resigned recently to assume charge of the Chicago branch of the Norwich Pharmacal Co.



Edgar M Queeny

Mr. Queeny is well equipped by training for his new position. He was educated at Cornell University and served as a commissioned officer in the Navy during the war, after which he joined the Monsanto Chemical Works at the Chicago office. He has been with the company ever since, where his energy and personality have won for him a host of loyal supporters.

In addition to being vice-president and sales manager of the Monsanto Chemical Works, Mr. Queeny also is a director of the Graesser-Monsanto Chemical Works, Ltd., Ruabon, North Wales.

E. A. Johnson, who recently joined the Monsanto forces, is in charge of sales in the New York district.

Charles H. Fletcher, founder and president of the Centaur Co., left an estate of $3,364,713 when he died on April 9, 1922, according to a recent New York appraisal. Mrs. Jemima E. Fletcher, widow, received $1,235,121. The rest of the estate was divided among three daughters and two half-sisters.

T. W. Ritchie, vice-president of W. C. Ritchie & Co., Chicago, Ill., and J. A. Stock, superintendent of machinery and a director of the company, were in New York on business recently and made their headquarters with L. Brodrick, their New York representative.

Georges Chiris, head of the firm that bears his name, arrived on the *Paris* March 29 and will leave toward the end of this month. He came over here in connection with the changes taking place in the American company which were reported in our last issue. In an interview with the Editor he said in part:

"Grasse, on which all the perfumers of the whole world make large demands in order to procure the natural products used in perfumery, seems to grow more important from day to day. The extension of the plantations of perfume plants, improvement in the methods of extracting natural perfumes, more highly developed scientific research with regard to the essential oils and the determination of their physical and chemical constants, characterize the activity of this place in the period following the war.

"The plantations of Grasse were neglected on account of the war. Perfume plants require a great deal of manual labor and attention and this was not to be had for four years, so that after the war certain plantations, like those of jasmin, had suffered considerably from lack of care. But after a world crisis in which perfumery did not escape, business revived and at present the demand for flowers, such as jasmin, is greater than the supply. As a result, after the last harvest of jasmin, we proceeded to put new land under cultivation.



Georges Chiris

"We must not jump to the conclusion that these new plantations will cause an over-production of jasmin and lower the price. On the one hand these plantations will not produce flowers for two or three years: and on the other, old jasmin plants are dying out each year and the land where jasmin has grown can not be prepared at once to receive new stock. The ground seems to be worn out and even poisoned. It is necessary to wait many years before being able to think of using the same soil for the same flower. Moreover if we examine the country around Grasse, it is clear that there is little space left for new plantations. The situation of Grasse, which is on a hill, and the parcelling out of its property does not permit of great industrial plantations. It is rare to come across the cultivation of perfume flowers over any great extent by a single tenant.

"Nevertheless the Établissements Chiris, in the period after the war and before the demand for flowers grew greater than the production, busied themselves with making sure of a certain part of the flowers used by their factories. In this way they brought under cultivation two pieces of

property: that of Vignal with an area of fifty hectares (approximately 125 acres) and that of l'Abadie with an area of forty hectares (approximately 100 acres). Local conditions have determined the plants grown on the two estates. At Vignal the rose has been planted almost exclusively. At l'Abadie, on the contrary, jasmin, tuberose and Grasse mint are cultivated.

"At Vignal, planted to rose-bushes, the appearance of the close ranks is indeed impressive, especially at the time of harvest. One must realize that these rows of rosebushes, if placed end to end, would represent a length of two hundred kilometers. Square plots have been reserved for the selection of rose-bushes and the most varied improvements have been combined for their cultivation.

"M. Karleskind who superintends the farming of the agricultural lands of the Établissements Chiris, published an excellent study of the cultivation of rose-bushes and of the results obtained at Vignal in the review *Les Parfums de France*. [A translation of this article was published in THE AMERICAN PERFUMER, August, 1923, p. 284 and September, 1923, p. 343.] The article showed in considerable detail the great effort made on this land and the results obtained. Not all parts of the estate are suitable for rose cultivation. In some less favorable locations there have been planted clary sage, hyssop and other plants whose growth at Grasse it is important to study.

"The study of the weather conditions of the area is particularly desirable. For this purpose a meteorological station with a recording thermometer and a rainfall gauge has been installed at the center of the property. The indications of the various instruments are read each day and brought together into tables. At the time of the harvest in particular, the curve of rose production as a function of the meteorological conditions of the twenty-four hours which preceded the picking is studied each day. It is evident that absolutely clear conclusions have not yet been reached as these could be obtained only by observations extended over a number of years.

"At l'Abadie, on the contrary, the nature of the soil and its situation has led to the planting of jasmin, tuberose and mint and to experimenting on coriander, estragon, angelica and camomile. The character of the soil permitted the digging for the jasmin to be done mechanically. It must be recalled that, in order to start a new growth of jasmin, it is necessary to dig up the soil to a depth of more than sixty centimeters, and generally the plots of ground on which jasmin is planted are such as to necessitate that this digging be done by hand. This entails a high cost at the very outset of putting the ground under cultivation.

"At l'Abadie six hectares (15 acres) of jasmin have already been planted and the number of hectares will be increased in coming years at the rate of four hectares (10 acres) per year. The difficulty of cultivating jasmin is rendered even greater by the fact that jasmin requires a great deal of watering but must not remain in damp soil.

"As for the improvement in the methods of extracting natural perfumes, each house guards jealously, for its own use, the results that it obtains. The manufacturers are mainly interested in perfecting the existing methods, rather than in finding new ones. There is always the hope of discovering a method for extracting jasmin more quickly than by enfleurage which undoubtedly yields a product that resembles the odor of the flower perfectly, but which requires a great deal of manual labor and a large equipment.

"We believe that the market prices for all natural products made during the coming flower season will remain very steady. The stock is small and the demand for natural products seems to increase every day. Certain natural products, such as neroli, which have temporarily undergone an eclipse, appear to be returning into favor again, and we believe that in a short time from now neroli will continue to be sold as in the past. The present rise of the franc may, nevertheless, affect the demand and the market prices in ways that it is difficult to predict.

"But Grasse is not the only source of raw materials. Exotic products, by their variety, by their number and their new notes, offer perfumers a whole scale of tones which invite attention. Our company has become interested in the plantations of lemon grass and citronella, which produce the oils most extensively used as raw materials in the manufacture of the organic products of perfumery. Having made certain of our natural raw materials in this way, we have carried on our program, which is to manufacture at Grasse the organic products obtained from essential oils, leaving aside for the moment the majority of purely chemical products. In particular we manufacture geraniol, anethol, the ionones, citronellol, linalyl acetate and cinnamic alcohol. These new manufactured products, added to our products already in existence, allow us to keep continuously at work, night and day. Moreover the conditions of work at Grasse are still very satisfactory. The manual labor is intelligent and skillful and its cost remains reasonable. Coal is the only problem of difficulty, either on account of its cost, or on account of the difficulty of obtaining a supply.

"At the present moment Grasse is making a supreme effort, the importance of which should not be misunderstood, to maintain the reputation that it has created for itself. The perfume houses have laboratories equipped according to the latest scientific methods and they furnish a large contribution to the scientific study of the constituents of the oils, as well as of their chemical and physical constants.

"M. Glichitch, Director of the Department of Scientific Research of the Chiris factories at Grasse, has invented a method for the exact determination of linalol in bois de rose. This method was the subject of a paper read before the Academy of Sciences of Paris. He devised the method for the determination of the eugenol in cinnamon leaf oil and showed that the methods used up to the present were unsatisfactory and ought to be changed.

"The large contacts that we have made with our different organizations in the colonies and in foreign lands make it possible for us to receive new essential oils frequently. These oils are made the objects of studies which, unfortunately, are always very long, so that we can only occasionally publish monographs concerning them. In fact, although it is easy to find the ordinary physical and chemical constants of the new oils, it is very much more difficult and requires a longer time to identify their constituents; and it is this latter point which is the more important. Nevertheless we are studying a new oil in which we have been able to identify a new alcohol. We have likewise characterized an oil with a camphor-like odor, containing linalol and eucalyptol. Finally, we are also studying a new oil which is unknown up to the present and which has a high eugenol content.

"In the preoccupations of industry and of commerce, we never allow ourselves to forget that French manufacturers in a branch such as ours must offer their contribution to the progress of the science."

H. C. MacBride, until recently treasurer of V. Vivaudou, Inc., has bought control of the Elcaya Co., 65-73 First avenue, Long Island City, N. Y.

The Elcaya business was established by James C. Crane in the spring of 1900 with offices at 108 Fulton street, New York City, and to take care of larger business was incorporated in 1915 under the name of the Elcaya Co., Inc. In 1917 the business having developed so that more spacious quarters were necessary the offices were moved to 148 Madison avenue, and in 1920, after a still larger increase,



James C. Crane



H. C. MacBride

it became necessary to find greater space and bring the laboratories and offices together. In the early part of 1920 ground was broken for the beautiful home the company now occupies in Long Island City. The building is a modern concrete structure rightly termed the "Sunlight Laboratory," lending itself most admirably to the production of the Elcaya creams and preparations, its 20,000 square feet making it the largest building of its kind given over to one line of toilet preparations.

Mr. Crane, the founder of Elcaya and a graduate of the Ontario College of Pharmacy, has actively managed the business since its inception. Mr. Crane has not been in the best of health for the last few years, and largely for this reason retired early this year. On February 15 Mr. MacBride assumed control of the company through the pur-



Elcaya Company's Sunlight Laboratories

chase of the common stock. The Elcaya Co. was then reorganized with the following officers: President, H. C. MacBride; vice-president, H. R. Sommer; treasurer, L. Wood Bell, and secretary, I. Berliner.

Mr. MacBride has been engaged in the drug, confectionery and cosmetic industries for the last15 years. He was born and educated in Boston, and in 1909 entered the employ of the United Drug Co., as an important assistant to J. N. Staples, Jr. In 1916, at the time of the Riker-Hegeman and United Drug Co. merger, which for a brief period brought V. Vivaudou, Inc., under the control of the United Drug Co., Mr. MacBride was transferred from Boston to New York as treasurer of V. Vivaudou, Inc., continuing with the Vivaudou firm after the latter acquired its independent status. Prior to that, he had been treasurer of the F. L. Daggett Chocolate Co., which was at that time operated by the United Drug Co.

At the time he left V. Vivaudou, Inc., Mr. MacBride held the offices of treasurer, director, and member of the executive committee. Apart from his present enterprise therefore, Mr. MacBride has really never made a change of employment since he entered business.

L. Wood Bell, treasurer, who has been with Elcaya almost from its inception, is in charge of factory production.

It will interest the friends of Mr. Crane to know that after the close of the negotiations he went to Canada for a short rest and was suddenly taken ill.

P. R. Dreyer, the well known and popular importer of essential oils and synthetics has been compelled to engage larger and more convenient quarters at 15 Platt street, New York City to meet the needs of his expanding business. Mr. Dreyer expects to be established in his new quarters after May 1. The new quarters afford 2,500 square feet of space and occupy two floors which have been conveniently divided into stock rooms, a laboratory and executive offices.



P. R. Dreyer

Mr. Dreyer is sole representative in the United States and Canada for Bertrand Freres, Grasse, France, manufacturers of natural raw materials for perfume, soap, etc., and is also representative in the United States for the Naarden Chemical Works, Naarden, Holland, manufacturers of synthetic aromatic chemicals. His western representative is C. A. Senger, 22 West Kinzie street, Chicago, Ill.

Scientific Specialties Co., New York City, announces in view of the wide spread tendency towards packing perfumes in small convenient size vials that it is prepared to offer some new and attractive styles. The company's announcement appears on advertising pages 70 and 71.

The beautiful insert of the French Cosmetic Manufacturing Co., New Rochelle, N. Y., between advertising pages 64 and 65 of this issue, calls attention to the products offered and the service rendered by this company.

American Can Co., New York City, reproduces on the front cover of this issue, an artistic Persian pattern Beautébox made by it for Huyler's. The design was originated by Beautébox Inc.

Perfex Products Co., 72 Rome avenue, Newark, N. J., calls attention to its transparent collapsible tube made of cellulose, in its initial advertisement on advertising page 75.

The re-birth of the single flower odor forms the theme of an interesting discussion on the trend in preferences for perfumes in the insert of Morana Inc., New York City, between advertising pages 16 and 17. In addition there is also a note on the selective factor in the purchase of essential oils.

E. M. Laning Co., Inc., which has been located at 273 Water street, New York City, for two years, is to move to larger and more convenient quarters at 78-80 Greenwich street, May 1. The company will occupy almost the entire fifth floor where the offices, laboratory and stock room will be located.

In addition to handling Elko products which it manufactures, the company is American representative for Societe des Produits de Synthese, Paris, and H. Euziere & Co., Grasse, France.

E. M. Laning, president of the company, it will be recalled, took first prize of $2,000 in the perfumery contest conducted in 1920 through THE AMERICAN PERFUMER, and W. H. Barlow, treasurer, took second prize of $1,500. Both men met for the first time when the prizes were awarded.

Mr. Laning was graduated from Cooper Union in 1915, after which he held positions with Tokalon, Inc., the Sanitol Chemical Laboratory Co., and McKesson & Robbins. His associate, Mr. Barlow, was educated at Pratt Institute and was employed by the National Aniline & Chemical Co., and later the Dodge & Olcott Co. Other officers of the company are: Robert C. Pursell, vice-president, and Percy A. Quick, secretary.

Le Blume Import Co. has moved to new and larger quarters at 4 West 16th street, New York City, where it now occupies two complete floors, affording 10,000 square feet of space for the laboratories, stock, sales and display rooms and executive offices.

Leo Blume, president and treasurer of the company, has had an interesting career. When 20 years old he left his home in San Francisco and came to New York, where he engaged in the importation of women's wearing apparel for a large concern. He made several trips to Europe during the war, and while on one of the trips he foresaw the possibilities in the toilet preparations and perfume business. This led him, in 1919, to organize the Le Benart Import Co., of which he was treasurer. Two years later he went into business entirely for himself under the name of Le Blume Import Co., with offices at 295 Fifth avenue, New York City. Under his management the business thrived, and from one account in 1921, the company now states that it has over 29,000 accounts with retailers in every part of the United States.

Mr. Blume has utilized his artistic ideas in the decoration of his new offices. The reception and display rooms are finished in a tone of light gray with contrasting black, the ceiling being silk of the same color. The furniture and lighting fixtures are made to harmonize with the whole, and the effect is most inviting.

First Lady Co., Inc., Salt Lake City, Utah, maker of toilet preparations, has made application for registration of its trade-mark "First Lady," claiming use since July, 1919. "We have done considerable advertising in various ways," Harry S. Joseph, president, says, "and are now putting on an Inter-mountain campaign for distribution of First Lady toilet preparations."

G. A. Pfeiffer, of Richard Hudnut Co., 113-137 West 18th street, has accepted the chairmanship of the Toilet Specialties Group in the Home Service Appeal of the Salvation Army for a maintenance fund of $512,500 for its work in New York City during 1924. C. M. Baker, of Pond's Extract Co., 131 Hudson street, is acting as co-chairman with Mr. Pfeiffer. Mr. Pfeiffer and Mr. Baker will appoint a committee to assist them and will call a luncheon meeting in the near future to plan the work of solicitation. The campaign will be before the public between May 4 and 17. Henry W. Taft is the General Chairman of the Citizens' Committee. Campaign headquarters have been established in the Pennsylvania Hotel.

Walter J. Lehman, superintendent of the David Berg Industrial Alcohol Co., Philadelphia, Pa., is rejoicing in a new arrival at his home on April 3. Mother and son are reported to be doing finely.

Francis W. Jones, president of the Melba Mfg. Co., Chicago, sailed on the *Berengaria* April 2 and will return with Mrs. Jones, who has been on the other side for several months.

Floyd K. Winegard, general manager, and William Newton, factory superintendent of the Commercial Laboratories, Inc., Newark, N. Y., recently visited New York City on business. They report their sales are very good and they have experienced no slackening off whatever. In fact they consider that the prospects are excellent for a continuation of good business.

Ino M. Jahiel, formerly manager of Caron Corp., is now assistant treasurer and general manager for Lentheric S. A., Paris, with offices at 389 Fifth avenue, New York City.

Sidney Picker, assistant general manager of Trece Laboratories, New York City, is on a trip through the West and Middle West in the interest of his company.

A plant for the manufacture of textile and other industrial soaps, which is being built at Springfield, Mass., by Dunker & Perkins, Boston, is nearly completed and production will begin this Spring.

Mathieson Alkali Works, Inc., is constructing a new plant at Niagara Falls for the production of ammonia. A new process utilizing nitrogen from the air and hydrogen will be employed.

Frostilla Co., Elmira, N. Y., is using quarter-page space in publications reaching the nursing profession to tell its members about Frostilla, a hand lotion.

Paris Mfg. Co., Paris, Tenn., has increased its capital stock from $150,000 to $200,000 to expand the selling field of its Golden Peacock brand of toilet preparations. The company's sales gained 500 per cent in 1923 over 1922. Charles Sofge, manager of the company, formerly was with Spurlock, Neal Co. and Plough Chemical Co.

A. Schilling & Co., San Francisco, extracts, spices, etc., has appointed M. E. Harlan, San Francisco advertising agent, to direct its advertising.

Carl Schaetzer, president of Morana Incorporated, 118 East 27th street, New York, has recently arrived abroad, via the United States Line steamship *George Washington,* he having gone to the Continent on a trip combining both recreation and business, occupying a period of about two months. A card from Mr. Schaetzer, mailed aboard the steamer as she neared Plymouth tells of "a nice ocean voyage and wonderful weather." Mr. Schaetzer is returning to New York about May 10 and will be accompanied by Mrs. Schaetzer, who has been abroad for several months.

Edward Plaut, president of Lehn & Fink, New York, sailed April 5 on the *Belgenland* on a business trip.

E. N. Rowell Co., Batavia, N. Y., begins between advertising pages 100 and 101 of this issue, a new series of attractive inserts illustrating in color paper boxes made by it.

Dr. Max Mueller, president of Rhodia Chemical Co., New York, returned on the *Olympic* March 18 from a two months' trip to the other side. He visited the factories of the Société Chimique des Usines du Rhône at St. Fons, France, and La Plaine, Switzerland, as well as many other points of interest. Discussing his trip Dr. Mueller said that the French chemical companies were having trouble keeping up with their oredrs, the factories being busy, but suffering from a dearth of skilled workers. The decline of the franc caused little worry and as it began to recover the people expressed confidence that it would rise to ten on the dollar before long. Switzerland was somewhat inactive, although some factories were producing to their capacity. Germany was suffering from the high cost of materials and the tendency to strikes and other internal troubles.



Dr. Max Mueller

Glenco Products, Inc., 3905 2nd avenue, Brooklyn, N. Y., offer with this issue their special liquid soap and liquid soap base. They occupy a three-story up-to-date brick factory building and are equipped to manufacture private brand toilet preparations of every variety. H. Joyce is chief chemist and he is a man of wide experience in the industry, having been connected with the Melba Mfg. Co., Chicago, and with several other firms. C. R. Chamberlin is general manager, and the interests back of the company have been in business in New York over fifty years.

H. J. Rolls, Buffalo, N. Y., industrial chemicals, has changed its name to Rolls Chemical Co. Howard B. Graves, formerly purchasing agent of the Larkin Co., has become associated with the company.

Pulford Drug Co., Winnipeg, is using Western Canadian publications in a campaign on Cream of Olives, a toilet preparation. A. J. Massie, Ltd., advertising agency, Winnipeg, is directing this advertising.

A. L. van Ameringen, essential oils, New York City, had planned to make a fine display at the French Exposition of the Marey and other lines of perfume materials which he handles, but was unable to do so because through some misunderstanding the space he rented was sold twice. As no other suitable booth could be had Mr. van Ameringen reluctantly cancelled his plans.

J. W. Wilkie, of the Davies-Young Soap Co., was one of the chief speakers at a recent dinner of the Association of Credit Men at Dayton, Ohio.

James M. MacDonald, lately Research Engineer for the Bakelite Co., with which he was identified almost from its inception, has become an associate of the Oxzyn Co., cosmetic specialists, of New York City, and is chief of staff of its technical department.

Mr. MacDonald's early career as a chemist and druggist was spent in Scotland and England. His first manufacturing experience in this country was with the Frazer Tablet Triturate Co., New York City, which was practically the pioneer in the tablet industry. Resulting from this connection Mr. MacDonald was employed by Parke, Davis & Co., Detroit, as assistant manager of the tablet department, and soon thereafter was appointed manager, which position he held for twelve years. When he resigned to take up his residence in the East, he had complete charge of the Parke-Davis tablet plant as chief executive, and also the pill department, the two being closely allied in point of manufacturing operations. Upon leaving Detroit, Mr. MacDonald was for five years superintendent of the works at East Orange, N. J., of Seabury & Johnson, manufacturers of sanitary adhesive plasters, absorbent cottons and general medical applications.



J. M. MacDonald

At that time Bakelite was receiving considerable attention and it appealed to Mr. MacDonald so much that he went into business for himself moulding Bakelite parts. The Bakelite Corporation, however, made an interesting proposition, which he accepted, the particular position offered being that of Research Engineer. When he resigned to become connected with the Oxzyn Co., it was after a service of eight years with the Bakelite Co. as the works manager at its Perth Amboy plant.

Mr. MacDonald has a mechanical turn of mind that has led to notable inventions and construction of numerous labor-saving devices, and this talent or faculty, combined with his vast chemical knowledge, particularly as applied to tablet making, well befits him for his work with the private formulae rouge and powder products of the Oxzyn Co.

Mr. MacDonald plays as intensely as he works. He is a great lover of the Out o' Doors and maintains his superb physical condition by his devotion to golf.

George E. Davis of the F. W. Fitch Co., Des Moines, Ia., was a recent visitor in New York.

Lever Bros. Co. has begun a campaign to find the most beautiful mother in America and her children. Incidentally, of course, the Lifebuoy Health Soap will come in for some share of attention. The first, second and third prizes are $2,500, $1,000 and $500, respectively. There are a lot of smaller prizes and also a special prize of $100 for each state. The winners of first, second and third prizes will be invited to visit New York at the expense of Lever Bros. Co., there to pose in the studio of a famous portrait painter for their portraits in oils, worth at least $5,000 each. These portraits, the use of which will be eagerly sought by museums and art exhibits all over the country and which will be reproduced in hundreds of newspapers and national magazines, will become the absolute property of the prize winners, to hang in their homes.

Poland Soap Co., Anniston, Ala., has re-elected the following officers: President, Carter D. Poland; secretary-treasurer, O. L. Williams. Other directors are Dr. W. M. Salter, W. M. Poland and Fred Bell. The sales in 1923 increased very satisfactorily over 1922.

Huntington Chemical Co., Huntington, Ind., reports business constantly improving. An advertising campaign is being conducted to boost its liquid soap.

Immortelle Laboratories, Inc., which began business recently, is now established at 128 East 16th street, New York City, where the offices and laboratories are located. Two floors are occupied by the laboratories, and facilities are provided for manufacturing rouge and powder compacts, lipsticks and other cosmetics.

Louis Kronish, president of the company has been associated with some of the largest manufacturers in the cosmetics and toilet preparations fields for many years and is well acquainted in the trade, particularly in the Philadelphia territory and in the metropolitan district, his experience having covered both manufacturing and sales.

Jacob Ritter, treasurer, who is associated with Mr. Kronish in the management, is well known in the field, having traveled from coast to coast for many years.

Henry W. Quelch, of Henry C. Quelch & Co., London, Eng., arrived on a visit to the United States on the liner *Olympic* on April 8, and made his headquarters at the Biltmore Hotel, New York City. He was accompanied by J. C. Gambles, who is vice-chairman of the Perfumery Section of the London Chamber of Commerce, head of J. C. Gambles & Co. and director of Luce's Eau-de-Cologne Co., Ltd., London.

Mr. Quelch's firm now represents abroad the Northam Warren Corporation, the Henry Tetlow Co., the Andrew Jergens Co., Boncilla Laboratories, Inc., the Packer Mfg. Co. and several others. One of his objects is to add to the representation of American lines of toilet preparations that are not in competition with houses his firm now handles.

Frank L. McCartney, who recently resigned as vice-president and general sales manager of the Monsanto Chemical Works, of St. Louis, began his new duties as director of sales of the Norwich Pharmacal Co., of Norwich, N. Y., in the Chicago and Middle West territory in March. He was formerly in charge of the New York office of the Monsanto Co.

H. W. Eddy, the "Bond Man," 506 Olive street, St. Louis, Mo., continues to look after the interests of all lines of business that have to use industrial alcohol. He has just mailed 60,000 letters all over the country to persons and firms interested in defeating the obnoxious Cramton Bill in Congress providing for a Prohibition Czar. This service has cost him about $2,500, which is extremely good evidence of the interest he takes in the welfare not only of his clients, but of others who may share the benefits of his efforts to protect legitimate users of alcohol from additional burdensome attacks that fanatical legislation may permit officials to impose upon lawful industries. Any of our readers who have not received a copy of Mr. Eddy's letter should write to him and he will at once forward it.

Allan L. Ritch, for some time connected with the Analytical Control Laboratory of E. R. Squibb & Son, has joined forces with the E. M. Laning Co., importers and manufacturers of perfume, soap and flavoring extract raw materials, of New York City. Mr. Ritch's experience will be of exceptional value in his work as New York sales representative of the Laning company. He entered the Squibb Laboratories as an analytical chemist, then for two years he was assistant chief chemist and finally for the last three years was chief chemist, having charge of all of the control work for the entire and extensive manufacturing plant, both in Brooklyn and in New Brunswick. During the last two years or so the work of the perfumery department also was under his supervision. In his new connection Mr. Ritch will have opportunities to be of service to the essential oils and perfumery trades that he can be depended upon to utilize.

United States Industrial Alcohol Co. reports operating income of $3,892,923 for 1923, against $1,686,643 in 1922 and net income, after charges, of $3,702,539, against $1,303,512. After reserves for taxes and allowing for dividends on the preferred stock, the company reported a surplus of $2,705,559, against $883,512 in 1922. The surplus for 1923 was equal to $11.27 a share earned on the $24,000,000 common stock, against $3.68 a share earned on the common stock in 1922.

The balance sheet on Dec. 31 showed current assets of $9,245,005, against current liabilities of $2,850,982. The profit and loss surplus was $13,848,047, against $11,142,487 at the close of 1922.

No action was taken at the meeting of the directors on the common dividend March 20, but the regular dividend of 1¾ per cent was declared on the preferred, payable April 15 to stock of record March 31.

Commercial Laboratories, Inc., Newark, New York, have purchased the perfumery manufacturing business of the C. F. Booth Co., Norwich, New York, which recently went into liquidation, and are moving it to Newark, where it is being consolidated with the Commercial Laboratories. While the name of C. F. Booth Co. will be discontinued the line of preparations formerly manufactured by it will be continued by the new owners.

Richard H. Wald, secretary of the Cincinnati Soap Co., Cincinnati, Ohio, has purchased a plot of nearly four acres in the Kittredge tract, Washington avenue, on which he plans to erect a home to cost about $45,000.

Marcelino Cardenas Hernandez, proprietor of Le Marcelino Co., New York City, has returned from a trip abroad, where he investigated manufacturing processes in the toilet preparations and cosmetic field, as well as business conditions generally.

There was sad news for Francois Coty's hosts of American friends in the Brooklyn *Eagle* of March 30, for Guy Hickok, its Paris correspondent, told how the famous perfumer, owner of *Figaro* and patron of the arts and sciences, recently elected a Senator of France, had lost his seat in the Parliament through a fluke of fate, which gave his rival the seat on a contest. Moreover, it reproduced a sketch of Monsieur Coty, showing his disappointment, drawn by Cabrol, the celebrated cartoonist of France, which appears herewith in reduced size. Says the *Eagle:* "The exasperating part of the whole affair to M. Coty is that this is the second time that after he had thought he was a Senator, his office had been taken from him. In 1921 Coty received 400 votes and Landry 398. But in checking up the votes it was disovered that two of Coty's delegates had been invalidated before the vote and that the two men who had been validated to take their places had not been able to get in because they had not been notified. The votes of the two disqualified delegates were thrown out. All very wrong—but the valid delegates did not vote and the election was lost. The most obvious result in Paris of all this complicated Corsican politics is that the two middle columns of his paper, which Monsieur Coty had expected to dedicate to powerful articles on national affairs, are instead filled with wails about the perverse Mayor of Bonaficio who deprived France of a great statesman by becoming paralyzed by one drink at exactly the wrong moment."



French Cartoonist's Caricature of Coty

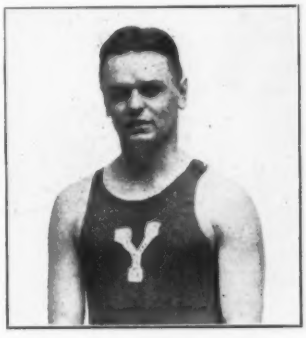
The 1923 annual report of the F. N. Burt Co., Ltd., S. J. Moore, of Toronto, president, shows profits of $594,258, compared with $721,627 for the previous year, but there is an explanation by the president that a large amount of development work has been carried on in respect to new departments which gives promise of adding to the company's earning power, and this expenditure was made out of current revenues. The company's assets were valued at $5,232,788, as against $5,141,687 at the end of 1922, and $4,721,721 at the end of 1921. At the close of 1923 liquid assets were valued at $100,570,281, and fixed assets at $3,662,507. Plants were valued at $2,687,945, which is $50,000 more than a year ago. The company's realty and plant reserves is placed at $1,156,922, or $51,000 above the total a year ago.

McCormick & Co., Inc., flavoring extract manufacturers of Baltimore, are affixing to their business letters stickers reading: "Secretary Mellon's proposed income tax legislation is essential to your prosperity. Write or wire your senator and congressman to support it."

Gilbert Colgate, president of the American Manufacturers of Toilet Articles, and Col. Austen Colgate, both of Colgate & Co., New York, are expected home in May from their voyage to Cuba, the Panama Zone and California. In an interview published in San Francisco they indicated that plans were under way to greatly enlarge the firm's Pacific Coast activities.

The Colgate Co. has given an order for the largest clock in the world, with a dial fifty feet across, to the Seth Thomas Clock Co., Thomaston, Conn. The instrument will replace the clock now on the Colgate factory building in Jersey City which is familiar to most persons who have crossed the Hudson River to the Jersey shore from New York City. The minute hand will be twenty-seven feet six inches and the hour hand twenty feet long. Together they will weigh a ton.

Members of the younger generation of the Colgates always ring true to the family principles. The latest is Robert B. Colgate, son of Gilbert Colgate, president of Colgate & Co. Robert B. Colgate is Captain of Yale's 1924 swimming team, which recently won the Eastern Collegiate Swimming Championship at Philadelphia. Captain Colgate's team won every event, except one, breaking an eastern college record. We are indebted to the *Colgate Clock* for the halftone of Captain Colgate and for some additional information about him. In 1923 he was only a member of the Yale swimming team, which broke two world relay records, which later the Illinois Athletic Club exceeded. With Colgate now as Captain and the start just made there is every reason to believe that Yale's crack swimming team this year will set more new high records.



Robert B. Colgate

During the week of April 7, Colgate & Co.'s territorial managers from all sections of the country convened at the home office in Jersey City for the annual managers' meeting which has become one of the most important and interesting events connected with the year's business of the firm. The sessions lasted four days and were devoted to a study of general business conditions and the peculiar problems of the Colgate sales organization.

The convention was organized under the chairmanship of James M. Roscoe, sales manager. Individual sessions were under the direction of Sidney M. Colgate, Russell Colgate, Henry A. Colgate and S. Bayard Colgate, who addressed the delegates on matters pertaining to the policies and aims of the company in distributing its products. One of the most interesting and instructive sessions was that devoted to advertising in all its phases. Under the direction of the advertising manager, George S. Fowler, ways and means of promoting sales of Colgate products were discussed at this session.

Entertainment was provided by the Thresher Advertising

Service which offered a theater party. The delegates enjoyed "Kid Boots" at the Earl Carroll Theater on that evening. The following evening, the Chesebrough Manufacturing Co. entertained with a dinner at the McAlpin and a theater party at the Harris Theater.

The following is a complete list of those in attendance at the convention: J. C. Ackerman, Pittsburgh; H. C. Anderson, Atlanta; S. Cunningham, Richmond; B. M. Dunn, Birmingham; E. M. Duvall, Baltimore; F. D. Eagle, Columbia, S. C.; Miss B. B. Evans, H. M. Evans, Los Angeles; C. W. Haviland, Philadelphia, Pa.; J. E. McAdam, Boston; L. E. Martiny, New Orleans; B. H. McClurg, Syracuse; L. T. McLelland, New York; W. B. Palmore, San Francisco; L. R. Puff, Dallas; F. M. Shoemaker, Cincinnati; G. A. Spalding, St. Louis; F. D. Hatfield, Chicago; E. T. Ferguson, Minneapolis; H. M. Dunlop, Philadelphia; J. F. Carney, W. S. Jenkins, field managers.

B. Kronish, of B. Kronish & Bro., Bee-Dee-Kay Laboratories, plans to go on an extended trip through the Middle West in the near future. Mr. Kronish reports that business has shown marked improvement and that his company is building special machinery for making compacts in the most modern way.

Mr. Kronish expects to visit the representatives of the laboratories in Washington, Chicago, St. Louis and the South.

David A. Schulte recently made the following statement concerning Park & Tilford: "The Schulte interests took over Park & Tilford on August 1, 1923. At that time they owed $1,500,000, had a large proportion of frozen assets, were operating with an exorbitant overhead expense and were losing money. Today the frozen assets have been practically liquidated, the overhead has been decreased $27,000 per month, the debt has been decreased to $200,000, which are current bills, the cash position is excellent and the earnings for the five months August 1 to January 1 were approximately $500,000."

Ralph Bloom, for some time connected with Fries & Fries, has formed the Cino Chemical Products Co., 208-210 Main street, Cincinnati, Ohio. Mr. Bloom is president and general manager of the new company, which will manufacture and distribute flavors of all kinds, extracts, colors, pharmaceuticals and fine chemicals. Essential oils and synthetic aromatics also may be added to these lines. Mr. Bloom is well and favorably known in the trade and his new venture begins operations under auspicious conditions.

The report of the Owens Bottle Co., of Toledo, and subsidiaries for the year ended December 31 last shows net profits of $3,560,562, equivalent after deduction of depreciation, Federal taxes, and allowing for preferred dividends, to $4.45 a share on the $16,512,750 common stock of $25 par value outstanding, as compared with net profits of $3,554,862, or $4.40 a share on the common stock outstanding in 1922. As of December 31 current assets stood at $12,397,563 and current liabilities at $2,045,059, leaving net working capital of $10,352,504, as compared with net working capital of $11,793,828 at the end of 1922.

The following additional directors were elected to the board of the company at the annual meeting: Marshall Field, of Chicago; Charles V. Rich, John H. Fulton and Edward P. Currier, all of New York.

Miss Alice Beling, daughter of G. A. Beling, first vice-president of the Orbis Products Trading Co., New York City, is the author of a most interesting essay, "Old Home Week" in which golf figures prominently, in a recent issue of the *Weather Vane*, the school paper of the Westfield High School, Westfield, N. J., where Miss Beling is a junior. The essay follows:

"Old Home Week"

"Old Home Week" in Southfield is the time set aside by all the older male sex to forget all business responsibilities and live on the Golf Course. You can't claim to be a golfer unless you are able to endure the test of "Old Home Week" which means from 6 A. M. to 6 P. M. of solid golf.

Each man secretly hopes to be the victor, but this means practice, so Dad begins. An even swing is necessary, but as rain hinders his practice out-of-doors and the car occupies the garage, he chooses the living room as his place of practice. Selecting the largest and heaviest driver in the bag, Dad proceeds, at first swinging the club slowly back and forth, then getting more courage, faster and faster. Mother endures this strain as long as her nerves permit, but soon retires to the next room in a state of sheer disgust. All hope of reading is put from our minds as the mutterings from the living room grow louder.

"Now, I've got it" and "Watch this neat little 200 yard drive." Smash! Bang! Everyone jumps and mother wails as she sees the remains of her best vase lying on the floor. Dad looks guilty and comforts Mother by promising a new vase, larger and more expensive.

Thinking he has done enough damage for one evening, Dad decides to use a more simple method of improving his golf, namely the *Golfer's Magazine*.

Five minutes of peace and quiet as in days of old, but *only* five minutes. Dad, suddenly taken with an inspiration, dashes madly to the china closet. All in the room stare but Mother, just knowing that this is another idiotic idea, looks disgusted and is soon justified. Dad emerges from the closet bearing a china egg cup which he carries to the far end of the room and places on the floor in a position which would enable a ball to roll smoothly into the cup. Selecting a putter from the bag, Dad stands up looking triumphant. The remainder of the evening is spent pleasantly and sanely putting the ball from living room to hall, fully fifteen feet and harming no one the least bit. The family, that is, all except Dad, retire at ten o'clock. Around twelve, tired but happy, he climbs the stairs, declaring he has improved his putting immensely.

The next day is used for yet another method of practice. A golf ball and a string, is used in the backyard and proves satisfactory in every way as each time the ball is hit, no matter how hard, it returns and no over exercise is necessary. The mid-iron shots are generally practiced with a perforated rubber ball that will roll only about twelve feet. Dad, then feeling sure he can make a better score than the other men, the next day, goes to rest early and prepares for "Old Home Week."

At 6 o'clock the following morning "Our Golfer" is reading and waiting for the other members of the foursome. True to their promise at 6:05 an automobile horn is sounded loudly, awakening the household. No traces of Dad are to be found within the house, but three guesses aren't necessary to determine his whereabouts.

About 7:30 P. M. the same day the party returned home. Dad breathless and disheveled, after playing fifty-four holes and losing, was ready for a night's rest but such luck was not for this man. Mother relates the splendid news of a bridge party and this includes Dad who dares not refuse.

This procedure continues throughout the entire week and by Saturday "Our Golfer" looks like a different man. His clothes are too large, his face wrinkles, his shoulders droop, but O! he's feeling fine! Why, Monday he has to go to work, real hard work in the office. Poor man, isn't it too bad "Old Home Week" doesn't come more often than once a year!

George W. Cobb, general manager of sales, American Can Co., who is on a two months' vacation in Europe, is expected to return to New York in May.

Mr. and Mrs. Addington Doolittle, the former being the secretary-treasurer of Compagnie Parento, Inc., Croton, N. Y., arrived home on the *Aquitania* April 11, after an extensive European tour. The couple visited all of the chief points of attraction, particularly the places of interest to those familiar with the essential and synthetic oil industry. Their tour included visits to Southampton and London, England; Brussels, Belgium; Berlin, Germany; Geneva, Switzerland; Nice, Grasse, Lyons, Nancy and all the principal cities of the perfume industry in southern France.

Mr. Doolittle has established the Compagnie's Parisian office at 32 Rue de Courcelles, Levalois, under the personal supervision of their import buyer. Their new and direct connections give them increased facilities to better serve their customers.

S. B. Kaiden, vice-president and treasurer of the Solar Laboratories, and president of the Pallas Mfg. Co., New York City, has returned from a trip through the Middle West and South in the interest of his companies. He found business conditions in the West and particularly in the South very promising, regardless of the fact that this is a presidential year.

Kurt Walwer, sales manager for Pfaltz & Bauer, essential oils, New York, is rejoicing in the arrival of Master Robert Walwer at his home on March 20.

Charles J. Lynn, of Eli Lilly & Co., manufacturing druggists, Indianapolis, Ind., is due home in June from his tour around the world.

John H. Neumann, of Neumann, Buslee & Wolfe, Inc., specialists in raw materials for perfumers and soap makers, Chicago, was a visitor to New York recently.

Bristow's In America, Boston, American distributor for T. F. Bristow & Co., Ltd., London manufacturers of perfumes, soaps and powders, has placed its advertising account with the Larchar-Horton Co., Providence, R. I. Rotogravure sections of Sunday newspapers will be used.

H. & G. Klotz, New York, have appointed Rudolph Guenther-Russell Law, Inc., New York advertising agency, to direct the advertising of Ed. Pinaud toilet articles.

Armour & Co., Chicago, transacted a gross business last year of approximately $800,000,000 and reported net profits for 1923 of $15,691,257. This compares with a deficit of $7,629,637 for the fourteen months ended December 31, 1922.

Nashua Gummed & Coated Paper Co., of Nashua, N. H., announces that it has consolidated its sales offices in the Chicago territory and moved them to Suite 1504, Conway Building, Chicago. H. T. Bently and D. O. Isaacs are in charge of the new offices of the company.

Charles Francesconi, of J. C. Francesconi & Co., oils, fats and greases, this city, has gone to the Pacific Coast to take charge of the San Francisco office of the firm.

C. M. Badgley on April 10 finished a quarter of a century in the service of Chas. Pfizer & Co., manufacturing chemists, this city. Mr. Badgley has been a member of the sales force of the company throughout the entire period.

The Southern Aromatic Company is a new industry that has just been established at Brunswick, Georgia. It is headed by Paul and Robert L. Jeancard and W. H. Plane, who have leased a warehouse at the Atlanta, Birmingham & Atlantic terminals. The company will engage in the manufacture of the essential oils used in the manufacture of perfumery. It will at once begin installing tanks, stills, etc., necessary for the operation of the plant. Most of the raw material for the plant will come from pine oil, which can be purchased in Georgia in large quantities. The gentlemen at the head of the plant are from France and have had many years' experience in the business.

R. H. Macy & Co. of New York, reports $7.58 a share for comon stock for the year ended February 2, 1924. The statement shows net income of $3,337,877. This compares with a net income of $3,136,942 or $7.31 a share on the same amount of common stock outstanding in the fifty-three weeks ended February 3, 1923. The net sales amounted to $61,232,360 for the year and compare with $49,615,229 for the fifty-three weeks' period ended February 3, 1923. President Straus said: "The coming year we look forward to a very much larger turnover." He added that during the year the company had purchased a substantial interest in the Lasalle & Koch Co., of Toledo, Ohio, the leading department store in its community. A large furniture warehouse in Long Island City also was purchased. All extensions have been paid for without additional financing or borrowing.

Anderson-Hillier Co., Inc., New York, dissolved, effective April 1. P. E. Anderson & Co., Inc., now occupy the offices at 99 John street, while the R. Hillier's Son Co., Inc., is back in its old offices at 89 Fulton street. The combination which was formed two and a half years ago was considered ideal as it brought together the Anderson selling organization and the Hillier mill in Jersey City, the second oldest drug mill in America. The presidents of the two old companies, Percy E. Anderson and Isaac V. S. Hillier, decided, however, that it would be better to return to the original conditions, and the separation was made on a friendly and amicable basis.

Three months in the workhouse for a conviction of larceny from his former employer was the sentence given March 15 to Milton Shaymon, 37 years old, a cosmetic dealer, of 1509 Charlotte street, Bronx, New York City. He had been a foreman for Moret, Inc., 132 Bleecker street, New York, and was arrested September 19, 1923, when it was alleged he was found leaving the laboratory with a powder mixing machine and a quantity of toilet preparations. The company claimed that its losses amounted to several thousand dollars. Shaymon, it was alleged, had gone into business on his own account in the same line as Moret, Inc., was engaged.

W. H. Raymond, of the Armour Soap Works, Chicago, was a recent visitor to New York City.

Dr. Nathaniel Whitney, economist for the Procter & Gamble Co., recently delivered an address on the Mellon tax plan before the Cincinnati Chamber of Commerce.

Procter & Gamble Co. has declared the regular quarterly dividend of 2 per cent on the 8 per cent preferred stock, payable April 15 to record March 25.

BOOK REVIEW

LA TECHNIQUE INDUSTRIELLE DES PARFUMS SYNTHÉTIQUES, by René Sornet. Preface by M. Marcel Delépine. Paris, Gauthier-Villars, 1923. 8vo., vii + 135 pp., 10 francs.

The seeker for information in the field of the manufacture of synthetic aromatics has a rocky road to travel. This branch of applied organic chemistry, though vital to the perfume industry, is too small, judged by the actual output of each product, to attract the intensive research that has developed the dye industry to its present extent. The research workers in the universities, too, with a few shining exceptions like our own Professor Bogert and several French and Swiss professors, have neglected perfume chemistry almost entirely, though the field of essential oil research has been enriched by a vast amount of careful work. As a result, it is almost impossible to find in the available literature any hint as to the actual methods by which many of our most familiar raw materials for the perfumer are prepared.

M. Sornet's work, therefore, will be heartily welcomed by that group which consists of chemists interested in perfumery and perfumers interested in chemistry,—so small a group that it can well be thankful that any well-qualified writer and enterprising publisher can be found to cater to it.

As a chemical treatise, the work merits respect. It is well documented and clearly written, and little fault can be found with it except for a number of minor errors, largely typographic. As a practical manual for the manufacturer of aromatics, however, it leaves much to be desired. A great number of the methods given are suitable for the research laboratory rather than for the factory. Though the gap between laboratory and plant operation is probably narrower in this very scientific small-scale industry than in any other branch of chemical manufacture, still it exists, and rigid economic necessity forbids the employment of many interesting syntheses because of costly raw materials or insufficient yields.

M. Sornet's discussion of phenylethyl alcohol, phenylacetic acid, terpineol and methyl heptine carbonate is reasonably full and apparently up-to-date, as far as one can judge in this field where improved processes are jealously guarded as trade secrets. He neglects some of the recent work on ionones, and includes in his discussion of vanillin a number of obsolete and impractical methods. A description of the manufacture of some of the important aromatic isolates, as distinguished from synthetics properly speaking, would surely have been welcome to many perfumers. Important substances of these two classes which M. Sornet neglects to mention are: geraniol, citronellol, linalool, rhodinol, citral, hydroxy-citronellal, C-14 and C-16 aldehydes (so-called), geranyl formate, paracresyl acetate and all the propionates, butyrates and valerates. Physical properties in greater detail would have been useful; in addition to the usual melting and boiling points, specific gravities and solubilities should have been given whenever possible.

Some errors which do not seem to be typographic are the following: p. 30: capryl alcohol from methyl ricinoleate; p. 38: halogenation of lauric acid; p. 96: "phenylethyl phenylacetate is absolutely odorless"; p. 104: ortho-nitrotoluene is *oxidized* by potash; p. 116 and elsewhere: *benzine* for *benzene*.

In any work on perfumery or perfume chemistry, we come up squarely against the facts that the man who really knows all the details of the manufacture of all the products in demand today does not exist, and that if he did exist he would have ample excuse for capitalizing his knowledge rather than for scattering it abroad by publication. Under these circumstances, we can only be grateful to M. Sornet for giving us as many practical details as he does, and for citing the literature conveniently and concisely in cases when his own experience, as he frankly admits, does not apply. It should be added that he is scrupulously impartial in citing German as well as French sources, showing none of the chauvinism which distorts many post-war writings, even in science. English and American work is seldom mentioned, as is perhaps inevitable in so concise a presentation.

DUDLEY H. GRANT.

NEW PUBLICATIONS, PRICE LISTS, ETC.

YEAR BOOK FOR 1923, AMERICAN CHAMBER OF COMMERCE FOR ITALY, published March, 1924, 3 via Bochhetto, Milan, Italy, contains the annual report of H. Edmiston, managing vice-president, officers and committees, list of members and other information relating to the chamber's work.

HARRIET HUBBARD AYER, INC., 317 East 34th street, New York. A comprehensive manual of "Instructions to Demonstrators," which illustrates and explains the purposes of the company's numerous products and contains rules for the guidance of the sales persons. Advice also is given regarding methods of facial massage.

CHEMICAL REFERENCE AND INDUSTRIAL DIRECTORY, 1923, has just been published by the New York *Commercial*, 38 Park Row, New York. It is a cloth bound book of 308 pages, compiled by Arthur W. Wright, LL.B., Ph. G., and distributed free as part of the service the newspaper renders to its advertisers. The lists cover essential oils, soaps, intermediates and numerous other trades.

L. A. VAN DYK, 110 West 14th street, New York, is distributing blotters impregnated with iris bouquet for talcum, using transparent envelopes for the container.

IODINE PRODUCTS CO., Laurel, Mass., sends us samples and price list of Zi-o-dine dental cream.

ROSSVILLE CO., Lawrenceburg, Indiana, is sending out to the trade in circular form the "Gettysburg" picture in colors printed in its "Spirit of the Nation" series of American achievements published during last year in our advertising pages. The illustration, which is attractive, accompanies a statement of the services which the Rossville Co. renders to the industrial alcohol industry.

CLARENCE MORGAN & CO., 355 West Ontario street, Chicago, have issued their monthly price list for April.

"ALL-SPICE," Bloomfield, N. J., for March, published in the interest of the employees of the Lehn & Fink works, is at hand. It sparkles with "pep" and is one of the most interesting little periodicals of its nature.

A. L. VAN AMERINGEN, 15 Irving place, New York, has circularized the trade on narsol, cystol and opopanol.

"CHEMISTRY EXTENDING ITS FRONTIER," March, 1924, is a little pamphlet on this subject which can be had by sending to A. Lawrence Lowell, Harvard University.

ABBOTT LABORATORIES, Chicago, announce in a circular to the trade the discovery of a synthetic medicinal compound that is inherently both strongly analgesic and markedly antiseptic. This product has been synthetized by Floyd K. Thayer, an Abbott research chemist and is known as butesin picrate. Far-reaching tests for treating burns are cited.

NEW INCORPORATIONS

Sondee Laboratories, Brooklyn, N. Y., toilet waters, $10,000 capital stock, has been incorporated by M. and B. Sondak and M. Lerner; attorney, J. B. Boudin, 110 West 40th street.

Roeber Products, Queens Borough, New York City, soap, $15,000 capital stock, has been incorporated by A. V. Scheuler, E. Roeber and L. A. Dils; attorneys, Wasserman & Erenstoft, Beekman street, Manhattan.

National Soap Co., Sacramento, Cal., $100,000 capital stock, has been incorporated by C. D. Rees, J. B. Taylor, W. W. Morse, G. Jackson, G. E. McCutchen, C. H. Dunn, Jr., and L. McGowan.

International Kazbek, Inc., 10 Greene street, Jersey City, cosmetics and perfumery, capital not stated, has been incorporated by William J. Jaeger, H. Edward Toner and Evelyn T. Adam, all of 790 Broad street, Newark, N. J.

Savoy Drug Co., Inc., Johnson City, Tenn., capitalized at $25,000, has been incorporated by B. F. McClain, G. D. Poarch, E. S. McClain, E. H. Miller and B. H. Everett.

Marinello Co., manufacture toilet articles, $2,500,000, has been incorporated in Delaware by W. H. O'Toole, F. S. Kilbourne, M. J. O'Toole, Lacrosse, Wis.; attorney, Corporation Trust Co. of Delaware.

Oriza Legrand, Manhattan Borough, New York City, make perfumes, $50,000 capital stock, has been incorporated by H. Mock and B. Wertheim; attorney, H. C. Adams, 220 Broadway.

K. P. Puffer Mfg. Co., Cambridge, Mass., soap products, $25,000 capital stock, has been incorporated by Kenneth P. Puffer and George H. Wiley of Somerville and Nellie A. Wood of Boston.

Knox-All Gum & Mica Co., Queens Borough, New York City, make adhesives, etc., $10,000 capital stock, has been incorporated by L. Bieler, T. and J. Herbert; attorney, E. Weaver, Whitestone, L. I.

Perkins Soap Co., Springfield, Mass., $100,000 capital stock, has been incorporated by Charles H. Dunker and Alexander T. O'Brien of Boston and Eugene C. Perkins of Springfield.

K. Dix Chemical Co., Wilmington, Del., manufacture washing powders, $200,000 capital stock, has been incorporated in Delaware; attorney, Corporation Service Co.

Rochambeau Import & Export Co., Manhattan Borough, New York City, perfumes and toilet articles, $60,000 capital stock, has been incorporated by I. Gordon, D. Kraus, R. Tally; attorneys, Gordon, Tally & Gordon, 347 Fifth avenue.

Dawson Mfg. Co., Enfield, N. C., Tip-Top hair dressing and toilet articles, with authorized capital $50,000 and $6,100 subscribed, has been incorporated by E. E. Stallings, W. N. Sherrod and W. R. Garnett, Enfield.

Radioactive Toilet Preparations, Manhattan Borough, New York City, $25,000 capital stock, has been incorporated by P. and C. V. Gulla, N. L. Auria; attorneys, Kramer, Bourke & Galgano, 130 West 42nd street.

Manka Rubinstein, Manhattan Borough, New York City, toilet preparations, $50,000 capital stock, has been incorporated by M. R. Czerwhiski, F. E. Lewis; attorney, T. F. Walsh, 2 Rector street.

Harper XL Products Co., Inc., New Bedford, Mass., synthetic syrups, flavors, spices, foods, etc., $75,000 common stock, has been incorporated by Herbert Harper, president; Harold E. Kenyon, Lena Harper, Arnold Wright, Mary E. Thorpe, Richard H. Thorpe, Alexander Donaghy, all of New Bedford.

Acorn Products Corp., Wilmington, Del., manufacture flavorings, $100,000 capital stock, has been incorporated for clients by the Colonial Charter Co.

Mount Royal Extract Co., Ltd., Montreal, Que., manufactures essential oils and chemicals, $50,000 capital stock, has been chartered by Zoel A. Lambert, Joseph S. David, Ambrose A. Pigeon.

Mate Distributing Co., Wilmington, Del., manufacture beverages, syrups, etc., $275,000 capital stock, has been incorporated for clients by the Delaware Registration Trust Co.

Gene Palmer, Wilmington, Del., manufacture toilet articles, $500,000 capital stock, has been incorporated for clients by the Corporation Service Co.

Benjamin Chemical Co., Dover, Del., manufacture toilet preparations, $50,000 capital stock, has been incorporated in Delaware.

Veolay Perfumery Corp., Wilmington, manufacture, $100,000 capital stock, has been incorporated in Delaware for clients by the Corporation Trust Co. of America.

Grapico Co., Inc., manufacturing extracts, syrups, etc., $600,000 capital stock, has been incorporated in Delaware by T. L. Croteau, M. A. Bruce, A. M. Hooven, Wilmington, Del.; Corporation Trust Co. of America.

Lentheric, Wilmington, manufacture toilet powders, waters, etc., $200,000 capital stock, has been incorporated in Delaware for clients by the Corporation Trust Co. of America.

Irvington Soap Mfg. Co., Irvington, N. J., manufacture soaps and washing powders, $50,000 capital stock, has been incorporated by Bernard and S. G. Freedman.

Savour, Manhattan Borough, New York City, make toilet articles, $75,000 capital stock, has been incorporated by L. Zimmerman, B. Fertik, M. Rones; attorneys, Koppelman & Weinberg, 144 Rivington street.

IN MEMORIAM FOR DEPARTED FRIENDS

Arnold, Francis R., founder of F. R. Arnold & Co., importers of perfumery, New York, April, 1922.

Berghausen, Edward, of the E. Berghausen Chemical Co., Cincinnati, Ohio, April, 1918.

Bindermann, Henry, retired soap manufacturer, Louisville, Ky., April, 1916.

Bledsoe, A. T., soap manufacturer, Cincinnati, Ohio, died in Covington, Ky., April, 1915.

Bose, Charles M., vice-president Western Soap Co., San Diego, Cal., April, 1911.

Bruce, G. A., soaps, Charlestown, N. H., April, 1909.

Bultman, Richard C., president of the A. P. Babcock Co., New York, April, 1919.

Fletcher, Charles H., who made Castoria's world wide success, Orange, N. J., April, 1922.

Forthmann, J. A., Los Angeles Soap Co., April, 1922.

Hanna, George Nesbit, New York representative of Millville Bottle Works, April, 1922.

Hunt, Frank L., president and treasurer of the Franklin Soap Co., Cincinnati, Ohio, April, 1915.

Jenks, Arthur Edmunds, Hanson-Jenks Co., perfumers, New York City, April, 1911.

Jurgens, William B. A., founder of W. B. A. Jurgens Co., extracts, etc., Brooklyn, N. Y., April, 1916.

Keough, Thomas L., vice-president Chicago Perfumery, Soap and Extract Association, and Western representative

of W. J. Bush & Co., Inc., New York, April, 1918.

LEIGH, CHARLES N., manufacturing perfumer and chemist, New York City, April, 1916.

LOWE, WILLIAM, president of William Lowe Barbers' Supply Co., Des Moines, Iowa, April, 1916.

MASSEY, GEORGE, senior partner of Lanman & Kemp, toilet specialties, drugs, etc., New York, April, 1915.

MILLER, FRANKLIN K., founder of the Excelsior Soap Works, Reading, Pa., April, 1922.

MULLER, A. J. A., retired from perfumery, essential oil and soap trades, Beverly, N. J., April, 1916.

ROBINSON, ROSWELL R., retired soap manufacturer, Malden, Mass., April, 1923.

SCHMIDT, HERMAN B., president of the Twitchell Process Co., Cincinnati, Ohio, April, 1921.

SCHWARTZ, MICHAEL, vice-president of M. Werk Co., Cincinnati, Ohio, April, 1915.

SHEPARD, CYRUS GIDEON, superintendent of Colgate & Co.'s laundry soap department, Jersey City, April, 1922.

SICARD, HONORE, son of Pierre Sicard, olive oil producer, Cannes, France, April, 1919.

SMITH, GEORGE M., soaps, Montclair, N. J., April, 1911.

SMITH, ROWLAND H., president Alfred H. Smith Co., New York, U. S. representative, Kerkoff, Paris, April, 1920.

SPRINGER, ISIDOR, retired from Imperial Metal Manufacturing Co., Long Island City, April, 1916.

STADLER, A. W., soaps, Cleveland, Ohio, April, 1913.

STICKLES, GEORGE, president of the Eastern Extract Co., Boston, Mass., April, 1915.

STILWELL, A. A., of A. A. Stilwell & Co., essential oils, New York City, April, 1906.

TOMBAREL, JEAN HENRI MARIE, head of Tombarel Freres, Grasse, France, April, 1914.

WOODS, ROBERT L., of the American Extract and Supply Co., New York, April, 1918.

Charles C. Jenks

Charles C. Jenks, of the firm of Foote & Jenks, Jackson, Mich., died at his home on March 16. He had just passed his 66th birthday, having been born on March 10, 1857, on a farm in Washtenaw County, Michigan. He came to Jackson forty-five years ago and entered the drug business as a clerk, working in several of the stores then in the city. In 1884 he formed a partnership with C. E. Foote, starting in a drug business in Jackson under the name of Foote & Jenks. About five years later the company abandoned the retail drug business, devoting their entire efforts to the manufacture of flavors and perfumes, and in 1893 the business was incorporated under the same name. Mr. Jenks was a member of Jackson Commandery No. 9, Knights Templar and the various other Masonic bodies in the city, also of the United Commercial Travelers and Rotary Club.

Obituary Notes

William A. Stockman, of Portland, Maine, died at his home in that city March 25 in his 77th year. For more than 35 years he represented the Baker Extract Co. of Springfield, Mass., traveling through Maine, New Hampshire, Vermont and Eastern Massachusetts. He was affiliated with the Elks, Portland Club, Portland Country Club and United Commercial Travelers. He was also a Mason, holding membership in Ancient York Lodge of Lowell.

Frank W. Marden, president of the Marden-Wild Co., of Somerville, Mass., died March 23 at Miami, Fla., where he was spending the winter season. He was born May 25, 1855, in Maine.

WANTED: "PERFUMER" BACK COPIES

The New York Public Library is desirous of obtaining the following copies of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW to complete the files of this journal, which is among the publications that it preserves: Volumes I to V, all issues; Volume VI, Nos. 1 through 11.

We have no back numbers of the issues desired, hence this note in the hope that some of our readers may be able to supply the missing numbers, which should be sent to E. H. Anderson, Director of the New York Public Library, 476 Fifth avenue, New York. Mr. Anderson in making the request remarks:

"We receive at the Library the regular issues of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW and the magazine has been found of much interest. We lack a number of the early issues, however, and as it is our intention to preserve the file permanently we feel it is most important that it should be complete. If some one of your readers, who no longer needs his copies, will present the missing numbers to the Library the courtesy will be highly appreciated."

49,352 RETAIL DRUG FIRMS IN U. S.

According to the new 1924 issue of the Hayes Druggists Directory and Commercial Reference Book there are in the United States at the present time 49,352 retail drug firms, which is an increase of 639 over a year ago. As this list contains 334 chain store organizations operating some 2,046 stores, this would bring the total number of drug stores in the United States up to 51,054. This shows that about 5 per cent of the drug stores of America belong to 334 chain store organizations and demonstrates that the vast bulk of the drug business is still being done by independent druggists.

It has been ascertained that independent stores still do 82 per cent of the total drug business and the chain stores 18 per cent. Only about one store in every 25 is a chain store.

The Hayes Directory also gives the financial standing and credit rating of every individual druggist and shows that there are in the United States about 26,000 druggists rated at $5,000 or better and 23,000 druggists rated below $5,000. There are 374 strictly wholesale drug firms and 95 retail drug firms that also do a wholesale business.

The directory has 700 pages, is bound in leather and sells for $9. It is of a size that it will fit the coat pocket. It is used by practically every firm doing business with the drug trade and many manufacturers are placing it in the hands of all of their traveling salesmen. It is published by Edw. N. Hayes, 250 West Lafayette street, Detroit, Mich.

Heliotropine Held to Be a Competitive Product

Imported heliotropine will be considered as a competitive coal-tar product, pending decision by the United States Court of Customs Appeals. Assistant Secretary Moss, of the Treasury Department, has so advised the collector of customs at New York, in connection with a question raised by Compagnie Duval relative to the classification of certain heliotropine covered by two consumption entries, filed last July and October.

This ruling has been made in the face of the importers' claim that this heliotropine "was not made from a coal-tar base; that it contained no coal-tar ingredients; that the article is not specifically mentioned in paragraph 28 of the tariff act of 1922; and that classification under that paragraph is erroneous for the reason that heliotropine is specially provided for in paragraph 61 at the rate of 45 per centum ad valorem, which is the correct classification."

Nothing but Praise to Offer

(Independent Chemical Products, Inc., Philadelphia, Pa.)

We have nothing but praise to offer you for your journal, THE AMERICAN PERFUMER.

TORONTO

Toronto, April 14.—Eagerly awaited by all classes Canada's new budget proposals announced in the House of Commons provide the sole topic of conversation in business circles. A feature of the Budget welcome to producers and consumers alike is the general reduction of the sales tax from 6 per cent to 5 per cent. On certain articles of food the tax is removed entirely, and on other articles including boots and shoes it is reduced to 2½ per cent.

This new form of revenue was introduced in 1920 along with a luxury tax which met with such opposition from traders that it was soon cancelled. The first sales tax was a flat 1 per cent on sales by manufacturers, wholesalers and jobbers, and on the duty paid value of importations by these classes, and 2 per cent on sales by manufacturers to retailers or consumers. This was so successful as a revenue producer that in 1921 it was increased as follows: (a) 1½ per cent on sales by Canadian manufacturers, producers, wholesalers or jobbers; (b) 2½ per cent on the duty paid value of goods imported by the foregoing; (c) 3 per cent on sales by Canadian manufacturers to retailers or consumers; (d) 4 per cent on goods imported by retailers or consumers. In 1922 the taxes were raised again to (a) 2¼ per cent; (b) 3¾ per cent; (c) 4½ per cent and (d) 6 per cent. The next change was effected on January 1 of this year—a uniform tax of 6 per cent on all sales to be collected from the manufacturer who sold the finished article.

In common with other industries the perfumery and toilet soap manufacturers will benefit by the general 1 per cent reduction. Interviewed by your correspondent today prominent soap manufacturers in the city expressed the conviction that business will from now on go right ahead. The uncertainty of the changes that would be introduced in the budget, it was stated, had caused many of them to mark time, and a healthy revival in business is anticipated. Though the reduction is not all that could be desired it is nevertheless the beginning of what it is hoped will be the complete abolition of the sales tax.

One of the best barometers of trade conditions in Eastern Canada is the Canadian National Exhibition, held here for the last forty-five years during the last week in August and the first week of September. Not the least attractive of the exhibits is that devoted each year to the display of perfumery, toilet soaps and accessories which has grown and expanded annually. Inquiry at the exhibition offices elicited the information that space requirements by perfumery firms this year will far exceed that of any previous year. Requests for space reservations for exhibits of perfumes and toilet goods, with the exhibition still four months away, is now considerably in excess of the total area alloted in 1923. Many of the firms whose attractive exhibits have been admired by hundreds of thousands in previous years would take much larger space were it possible to obtain. All of which may be taken as indicative of the healthy condition of the industry and its increasing growth and importance.

In conversation with one of the largest perfumery manufacturers in the city last week it was stated that his firm expects to double this year the business it did in Canada last year. Though only established in the city a year ago its sales in 1923 amounted to $500,000. "In the sale of perfumes," it was stated, "there is some danger of foreign manufacturers capturing the business, but it is expanding so rapidly that there is no occasion to worry."

MONTREAL

Montreal, Que., April 14.—Quiet trade in general is reported by the perfumery men in Montreal at present, but with the news of a slight concession in the latest budget proposals from Ottawa, they feel optimistic that an improvement will come.

The concession is of a general nature, a reduction in the sales tax from 6 per cent to 5 per cent. The line of reasoning of the perfumery men is that this tax hits everyone, on everything that is purchased, so that if a man's weekly bill to keep up the household came to $25 without the tax, it becomes $1.50 more with it. The larger spread there is between the household expenses and the household income, the more there is to spend for perfumery and other toiletries consumed.

A further concession on the same lines is the removal of the tax altogether on many lines of food stuffs, and a reduction to 2½ per cent on others. By cutting the cost of living in general and leaving a bigger margin for other purchases it is felt that this change will benefit the perfumer much more that is represented in the slight direct reduction that it may operate in the perfumeries themselves.

Importing valuable French drugs, perfumes and perfumery ingredients with which he has had special experience during three years of study in France, Charles Lemire, graduate of McGill University, Montreal, and well known in chemical circles in Montreal, hopes to open up a new line of trade in scents and drugs, under the name of Max Cattel, Reg., whose business he has just purchased.

Mr. Cattel, who had long been prominent in the Montreal wholesale chemical trade, passed away last month. Coinciding with this, Mr. Lemire returned from France, and arranged to take over the business as a going concern from Mr. Cattel's heirs. A sum around $5,000 was paid for the goodwill of the business, the stock, fittings, etc.

"There was little stock," Mr. Lemire said, when asked about the transaction. "Both Mr. Cattel and myself have always held it as a principle to manufacture goods as they are required." The direct vendor was Mr. Cattel's widow.

The business of Max Cattel, Reg., has earned an international reputation during the twelve years it was in existence under the direction of the late Max Cattel. It was both wholesale and manufacturing in its operations, and its scope extended to Western Canada, and to some extent to the United States.

Mr. Lemire is carrying on with four employees, the same number as were on the staff of the late Mr. Cattel. The latter, however, had found it necessary to employ a manager on account of his frequent absences from the city, whereas Mr. Lemire will personally supervise the business in Montreal, and hopes to win an extensive custom with his imported French stock.

Walter Lyman is sailing in June for England and Europe, and will be away for about two months.

Canadian Industrial Alcohol, Ltd., has organized a subsidiary company known as Industrial Alcohol of Manitoba, Ltd., capitalized at $2,000,000 the president of which is W. B. Allan, president of the Union Bank of Canada. The directorate includes prominent Winnipeg business men. The company has purchased a building in Winnipeg for $400,000 and will manufacture industrial alcohol and alcoholic beverages.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to:

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

238,632, medicinal and toilet paste, Perley Staples Brown, Drumheller, Alberta, Canada.

238,647, apparatus for applying paraffin to soap cakes, George Alfred Dostal, New York City.

238,662, floor washing machine, Teofil Horembala, Windsor, Ontario, Canada.

238,675, gold washing machine, John McMurphy, White Rock, British Columbia, Canada.

238,693, hair brush, Jonas Sims, Trenton, N. J.

238,699, dentifrice, Albert R. Tate, Hamilton, Ont.

238,757, separation of gas and volatile liquids, The Standard Oil Company, Whiting, Indiana, assignee of Thomas Skidmore Cooke and Max George Paulus, both of Casper, Wyoming, all in the U. S. A.

238,796, washing machine, William George Beatty, Fergus, Ontario, Canada.

239,003, book soap, David M. Mitchell, Chicago, Ill.

TRADE MARKS REGISTERED IN CANADA

Deauville, Richard Hudnut, Ltd., Toronto, Ont.

Victory, Emma Frances Victoria Raffalovich, Toronto, Canada.

Armand, the Armand Company, Des Moines, Iowa.

Columbine, and Atkinson, J. & E. Atkinson, Ltd., 24 Old Bent street, London, W., and Eonia Works, Southwark Park Road, London, S. E., England.

Gibbs, D. & W. Gibbs, Ltd., City Soap Works, High street, Wapping, London, E. England.

Marceau, J. A. Marceau, Limitee, Montreal, Que.

Capes-Viscose, Capes-Viscose, Inc., Delawanna, N. J.

Eau de Cologne-Extrait Double, Eau de Cologne & Parfumerie-Fabrik, "Glockengasse No. 4711," gegenüber de Piordepost von Ferd. Mülhens, Cologne on Rhine, German State.

Linotile, Armstrong Cork & Insulation Company, Pittsburgh, Pennsylvania, U. S. A.

Arabol, Arabol Mfg. Co. of Canada, Ltd., Toronto.

Dermascope, Frederick F. Ingram Co., Detroit, Mich.

Champagne Imperial England, Societe Anonyme Maison Moet & Chandon Fondee en 1843, Epernay, Marne. France.

Prosecuting Trade Mark Forgeries

Charged by the American Fair Trade League with violating the law against untrue and misleading advertising, Joseph Fox, a shirt manufacturer, pleaded guilty April 4 before Magistrate Simpson in the Commercial Frauds Court, New York. Fox, according to the complaint, forged the "Truhu" trade mark of the Jersey Silk Mills, duplicating the trade mark labels and sewing them on silk shirts of his own manufacture not made of the genuine fabric. He was held in $1,000 bail for the Court of Special Sessions.

Assistant District Attorney Max Salomon said: "The District Attorney's office is determined to protect the public from bootlegging manufacturers who are swindling the consumer by forging and pirating well-known trade marks."

Of Invaluable Benefit to Our Industries

(Richard D. Laupheimer, Memphis, Tennessee.)

I consider THE AMERICAN PERFUMER of invaluable benefit to the perfumery and allied industries.

RESULTS OF EXPOSITION PERFUME TESTS

(*Continued from Page 78*)

it was given last place and the pungent Oriental, first by the woman of ampler build. The latter's second and third choice. At the same time, similar experiments were conthe list, French bouquet and Jasmin.

The flapper vote, in both the Macy and Columbia tests, went overwhelmingly for the stronger scents, apparent evidence of the desire to increase personal powers of attraction. The young men, however, "sheik" and serious type alike, clung to delicate lilac as their preference.

The older men were not restrained in their tastes. Protected by a welcome anonymity, they emphatically indicated that the stronger the scent, the more it appealed to them. Their first and second choice were the French and Oriental bouquets. The older women sedately favored delicate lilac.

Much to the possible disappointment of the men who write the advertisements of the nation, the blonde has no special preference in perfume, as compared to the brunette. Neither has the titian-haired woman. Their tastes coincided. The occupation of the individual does not seem to be definitely connected with likes and dislikes in the choice of perfume, housewife, professional woman and student exercising as groups the identically same choice.

Twice as many brunettes took the test as blondes. The women outvoted the men six to one. Only five red-headed men voted. Four out of the five chose lilac.

French Exposition in New York City

The French Exposition, which is scheduled to open April 22 in the Grand Central Palace, New York City, according to reports is to cover generally the field of French manufacturing. A delegation of 200 French manufacturers, artists and business men sailed for New York on the *Paris*, April 11. Ambassador Myron T. Herrick addressed the delegation on the eve of their departure.

According to reports there will be only two American exhibitors, John Wanamaker and Louis Sherry. The exhibitors are said to include 15 French perfumers.

Bright Outlook for 10th Chemical Show

Reports regarding the Tenth Exposition of Chemical Industries, which will be held at the Grand Central Palace, New York, during the week of September 28 to October 3, 1925, state that all exhibit space on the main floor has been contracted for by chemical and chemical equipment companies; that most of the second floor has been taken as well as a part of the third floor. With the Tenth Chemical Exposition more than a year ahead greater space has been taken for the 1925 exposition thus far than for the 1923 exposition at the same time last year.

United States Chamber of Commerce

Trade associations and their activities will be given attention at the forthcoming annual meeting of the Chamber of Commerce of the United States at Cleveland, May 6 to 8. Three separate proposals concerning trade associations have been submitted by member organizations for consideration. One proposes that the National Chamber should advocate creation of a commission which would define the rights of trade associations and their members in all respects, including their rights to discuss operating expense, sources of supplies for materials, prices, trade competition, etc. A study of anti-trust laws and of the Federal Trade Commission's powers and activities would be included. Others recommends that all possible steps be taken to obtain elimination of obstacles and uncertainties which interfere with the most effective carrying out by trade associations of their function of disseminating information.

Insecticide Association Going to Canada

The Board of Governors of the Insecticide and Disinfectant Manufacturers' Association has chosen Montreal, Canada, for the mid-summer meeting of the association, June 30 and July 1.

TRADE-MARKS AND PATENTS



NOTE TO READERS

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P."

Designs Patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT.
Perfumer Pub. Co. 14 Cliff St., New York

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

152,878.—The Anzora Perfumery Company, Limited, London, England. (Filed Sept. 13, 1921. Used since Nov. 11, 1919.)—Preparation for the Hair and Skin.

159,370.—Myrurgia S. A., Barcelona, Spain. (Filed Feb. 15, 1922. Used since May 1, 1920.)—Toilet Soaps.

161,207.—The M. Shaffer Company, Philadelphia, Pa. (Filed Mar. 24, 1922. Used since on or about Mar. 1, 1911.)—Massage Cream.

164,883.—The Fair, Chicago, Ill. (Filed June 3, 1922. Used since on or about Mar. 15, 1922.)—Soap.

168,571.—J. Bibby & Sons, Ltd., Liverpool, England. (Filed Aug. 22, 1922. Used since June 9, 1922.)—Common Soaps and Toilet Soap.

169,095.—Wm. M. Bell Company, heretofore doing business as The Tisco Company, Chicago, Ill. (Filed Sept. 5, 1922. Used since Mar. 1, 1922.)—Food-Flavoring Extracts.

174,498.—United Sanitary Products Company, Inc., New

York, N. Y. (Filed Jan. 11, 1923. Used since about Sept. 15, 1922.)—Liquid Soap.

178,419.—Marie Chambers Wagner, New York, N. Y. (Filed March 31, 1923. Used since March 15, 1923.)—Powder that Deodorizes and Checks Perspiration.

181,096.—The Biff Manufacturing Company, Grand Rapids, Mich. (Filed May 24, 1923. Used since May 21, 1923.)—Soap Solutions and Cleansing Compounds.

182,920.—Lightfoot Schultz Company, Hoboken, N. J. (Filed July 7, 1923. Used since June 25, 1923.)—Soaps Suitable for Use Upon Silks.

183,493.—Parfumerie De La Societe Hygienique Cottan-Porte & Cie, Paris, France. (Filed July 20, 1923. Used since 1919.)—Soap.

183,768.—Societe Guerlain, Paris, France. (Filed July 27, 1923. Used since 1908.)—Perfumes.

183,916.—Guy T. Gibson, Inc., New York, N. Y. (Filed Aug. 1, 1923. Used since about July 1, 1923.)—Toilet Lotions; Face, Talcum, and Sachet Powders; Face Creams, Toilet Waters, Sachets, Rouges, Eyebrow Pencils, Perfumes, Depilatories, Aromatic Vinaigres, and Liquid Face Powder.

183,917.—Guy T. Gibson, Inc., New York, N. Y. (Filed Aug. 1, 1923. Used since about July 1, 1923.)—Toilet Lotions; Face, Talcum, and Sachet Powders; Face Cream, Toilet Waters, Sachets, Rouges, Eyebrow Pencils, Face Rouge and Lip Rouge, Perfumes, Depilatories, Aromatic Vinaigres, and Liquid Face Powders.

184,796.—William E. Philes, doing business as National Dermatological Institute, Washington, D. C. (Filed Aug. 21, 1923. Used since Sept. 1, 1901.)—Face Creams, Face Lotions, Face Powders, and Hair Tonic.

185,071.—Rauldon K. Babcock, doing business as The Bermudine Company, New York, N. Y. (Filed Aug. 28, 1923. Used since May 15, 1923.)—Shampoo Powder.

185,546.—J. A. Williams, doing business as Twee Chemical Company, Fort Wayne, Ind. (Filed Sept. 8, 1923. Used since Aug. 15, 1923.)—A cream to be Used as a Sunburn Remedy and Preventive.

186,113.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France. (Filed Sept. 24, 1923. Used since July 1, 1923.)—Soaps, Soap Pastes, and Soap Powders.

186,256.—Mamie L. Taylor, Harrisburg, Pa. (Filed Sept. 26, 1923. Used since March 1, 1923.)—Hair Pomade.

186,823.—Carrie E. Baker, Chicago, Ill. (Filed Oct. 11, 1923. Used since Sept. 15, 1923.)—Medical Compound for External Use in the Treatment of Skin Diseases. Chilblains, Sore and Swollen Feet, Frostbite, Dandruff, Scalp, and Hair.

187,313.—Alfred S. Hull, Burlington, Vt. (Filed Oct. 22, 1923. Used since August, 1922.)—Food-Flavoring Extracts.

188,187.—Elkonite Soap Co., Oakland, Calif. (Filed Nov. 10, 1923. Used since March 2, 1921.)—Soap Powder.

188,408.—Crofts & Reed Co., Chicago, Ill. (Filed Nov. 16, 1923. Used since Oct. 1, 1923.)—Soap and Cream Shaving Soap.

188,770.—Parfumerie Roger & Gallet, Paris, France. (Filed Nov. 23, 1923. Used since February, 1923.)—Soaps, Soap Pastes, and Soap Powders.

188,771.—Parfumerie Roger & Gallet, Paris, France. (Filed Nov. 23, 1923. Used since February, 1923.)—Pastes and Powders for Beautifying and Preserving the Teeth, Skin and Hair and Perfumery.

188,916.—Lucky Star Mfg. Co., Cincinnati, Ohio. (Filed Nov. 26, 1923. Used since January, 1918.)—Incense Pastils.

189,742.—Warner, Woodman Co., Inc., Manchester, N. H. (Filed Dec. 15, 1923. Used since July, 1923.)—Hair Shampoo.

189,485.—Rose Von Tilzer, St. Paul, Minn. (Filed Dec. 10, 1923. Used since Oct. 1, 1923.)—Scalp Tonic.

189,899.—Elsie Ives, Montreal, Quebec, Canada. (Filed Dec. 19, 1923. Used since Nov. 6, 1923.) Cream for External Use as an Emollient to Soften the Skin as an After-shave and General Remedy for the Roughness of Skin.

190,116.—Medico-Dental Specialty Co., San Diego, Calif. (Filed Dec. 26, 1923. Used since Nov. 1, 1923.)—Tooth Paste, Tooth-Stain Remover, and Pyorrhea Treatment.

190,249.—Lorenzo F. Flower, Bayard, Nebr. (Filed Dec. 29, 1923. Used since Nov. 6, 1923.)—Lemon Extract.

190,385.—Bichara Malhame, Paris, France. (Filed Jan. 3, 1924. Used since Sept. 1, 1917.)—Perfumes, Toilet Waters, Face Powder, Talcum Powder, Cold Cream, Brilliantine, Lotion for the Face and Hair, Sachet, and Rouge.

190,392.—Zena Stavin, New York, N. Y. (Filed Jan. 3, 1924. Used since Nov. 20, 1923.)—Face Powder.

190,414.—Clementine R. Hopp, doing business as Smile Aid Co., Newark, N. J. (Filed Jan. 4, 1924. Used since Dec. 4, 1923.)—Preparation for Removing Discolorations from the Teeth.

190,547.—Thomas B. Lamb, New York, N. Y. (Filed Jan. 8, 1924. Used since Aug. 1, 1923.)—Soap.

190,576.—Chicago Grain Products Co., Chicago, Ill. (Filed Jan. 9, 1924. Used since June, 1922.)—Pure Grain Alcohol.

190,742.—Edward A. Richmond, doing business as E. A. Richmond, Springfield, Mass. (Filed Jan. 12, 1924. Used since Feb. 1, 1898.)—Skin Lotion.

190,743.—Satin-Klasp Manufacturing Co., Salt Lake City, Utah. (Filed Jan. 12, 1924. Used since Dec. 28, 1923.) Hand Lotion.

190,745.—Moritz Schlesinger, New York, N. Y. (Filed Jan. 12, 1924. Used since Nov. 22, 1923.)—Tooth Paste.

190,767.—Caron Corporation, New York, N. Y. (Filed Jan. 14, 1924. Used since Dec. 7, 1923.)—Toilet Powder.

190,823.—Windsor Soap Co., Inc., Buffalo, N. Y. (Filed Jan. 14, 1924. Used since July 5, 1923.)—Soap.

190,894.—Northwestern Products Corporation, Chehalis, Wash. (Filed Jan. 16, 1924. Used since about Dec. 19, 1923.)—Soap.

190,910.—Calo Dome Laboratories, Inc. (Filed Jan. 17, 1924. Used since on or about Dec. 1, 1923.)—Hair Lotion and Massage Cream.

190,939.—Rose of Guadalupe Company, Los Angeles, Calif. (Filed Jan. 17, 1924. Used since June 30, 1922.)—Face Powder.

190,941.—Sophia Hair Stores Company, New York, N. Y. (Filed Jan. 17, 1924. Used since August, 1915.)—Soaps and Soap Preparations—Namely, Soap Chips, Liquid Soaps, Toilet Soap, Liquid Soap for Shampooing and Soap for Manicuring Purposes, Consisting of small Cakes to Soften the Cuticle.

190,946.—Ella Iola Thomas, Memphis, Tenn. (Filed Jan. 17, 1924. Used since June 1, 1922.)—Scalp Preparations.

190,957.—Cob Company, New York, N. Y. (Filed Jan. 18, 1924. Used since Jan. 15, 1924.)—Deodorant Toilet Preparation.

190,962.—Antoine Chiris, Compagnie des Produits Aromatiques, Chimiques et Medicinaux, Paris, France. (Filed Jan. 18, 1924. Used since 1912.)—Essential Oils, Perfumes and Synthetic Perfume Materials.

190,978.—Frank M. Prindle, doing business as Frank M. Prindle & Co., New York, N. Y. (Filed Jan. 18, 1924. Used since October, 1923.)—Face Powder.

191,045.—Union Pharmacal Company, doing business as The Creola Company, Kansas City, Mo. (Filed Jan. 19, 1924. Used since Oct. 1, 1923.)—Cosmetic, Particularly a Combination of Face Powder and Face Cream.

191,046.—The Velv Company, Chicago, Ill. (Filed Jan. 19, 1924. Used since Jan. 11, 1924.)—Nose Cream.

191,107.—Virginia Dare Extract Co., Inc., Brooklyn, N. Y. (Filed Jan. 21, 1924. Used since Dec. 21, 1923.)—Flavoring Extracts for Food Purposes.

191,124.—John Ebert, New York, N. Y. (Filed Jan. 22, 1924. Used since February, 1922.)—Scalp Salve.

191,129.—Marvin C. Hutchison, doing business as Marvine Co., St. Louis, Mo. (Filed Jan. 22, 1924. Used since Jan. 1, 1923.)—Medicated Tooth Paste and Preparation for Pyorrhea.

191,134.—Charley H. Miller, Slidell, La. (Filed Jan. 22, 1924. Used since May 1, 1923.)—Face Lotion for Sunburn, Pimples, and Irritation of the Skin.

191,139.—Blanche Arvoy, nee Reneaux, doing business as Jovoy, Paris, France. (Filed Jan. 22, 1924. Used since July 2, 1923.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Rouge, Brilliantine, Face Lotion, Cold Cream, and Sachet.

191,198.—Swift and Company, Chicago, Ill. (Filed Jan. 23, 1924. Used since Feb. 1, 1908.)—Soap.

191,227.—Goodwin Laboratories, St. Paul, Minn. (Filed Jan. 24, 1924. Used since about Sept. 15, 1923.) Liquid Cleansing Cream.

191,284.—Steinfels Freres & Co., Vincennes, France. (Filed Jan. 25, 1924. Used since June 27, 1922.)—Soaps.

191,285.—Steinfels Freres & Co., Vincennes, France. (Filed Jan. 25, 1924. Used since Oct. 18, 1920.)—Soaps.

191,482.—Goldstis Laboratories, Jersey City, N. J. (Filed Jan. 30, 1924. Used since Jan. 1, 1924.)—Chemical Preparation for Cleaning the Teeth.

191,542.—Houbigant, Inc., New York, N. Y. (Filed Jan. 31, 1924. Used since Jan. 24, 1924.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Cold Cream, Brilliantine, Bath Salts, and Rouge.

191,574.—The Rowell Corporation, New York, N. Y. (Filed Jan. 31, 1924. Used since Nov. 28, 1923.)—Liquid Cleaner for the Hands.

191,518, 191,520.—Maurice Babani, Paris, France. (Filed Jan. 31, 1924. Used since February, 1921.)—Perfume Extracts, Toilet Water, Face Lotions, Eau de Cologne, Rice Powder, Toilet Powder, Dentifrices, and Rouge.

191,708.—Jack & Jill Health Products, Inc., New York, N. Y. (Filed Feb. 2, 1924. Used since Jan. 12, 1924.) Tooth Paste.

191,732.—Charles W. Young, doing business as Mineral Clay Products Company, Omaha, Nebr. (Filed Feb. 2, 1924. Used since Sept. 1, 1923.)—Natural Clay Prepared for Use in Facial Massage and for Cleaning the Skin and the Treatment of Blotches, Pimples, and Similar Skin Affections.

191,829.—Richard Hudnut, New York, N. Y. (Filed Feb. 5, 1924. Used since Jan. 28, 1924.)—Tooth Pastes, Tooth Powders and Sachets.

191,831.—Will D. Jenkins, Seattle, Wash. (Filed Feb. 5, 1924. Used since May 1, 1923.)—Foot Powder.

191,979.—The Remiller Co., New York, N. Y. (Filed Feb. 7, 1924. Used since Dec. 19, 1922.)—Face Powder.

191,981.—L. J. Rich, Chicago, Ill. (Filed Feb. 7, 1924. Used since July, 1921.)—Hair Tonic and Hair-dressing.

192,002.—Stanley M. Baltzly, doing business as The Baltzly Company, Massillon, Ohio. (Filed Feb. 8, 1924. Used since June, 1920.)—Preparation for Removing Dandruff and Stimulating the Growth of the Hair, Also as a Hairdressing and Scalp Stimulator.

192,030.—Northam Warren Corporation, New York, N. Y. (Filed Feb. 8, 1924. Used since Nov. 30, 1921.)—Cuticle Remover; Nail Polish in Liquid, Powder, and Cake Form.

192,141.—Moulin Brothers, Fort Wayne, Ind. (Filed Feb. 11, 1924. Used since Jan. 28, 1924.)—Hand Soap.

TRADE-MARK REGISTRATIONS GRANTED
(Act of Mar. 19, 1920)

(*These Registrations Are Not Subject to Opposition.*)

181,852.—The Cudahy Packing Company, Chicago, Ill., and Omaha, Nebr. (Filed Dec. 15, 1923. Serial No. 189,710. Used since Feb. 22, 1922.)—Soap in Shredded Form.

181,881.—Joachim Messina, doing business as J. Messina Chemical Company, Memphis, Tenn. (Filed Feb. 21, 1923. Serial No. 176,415. Used since Jan. 5, 1922.)—Shampoos.

181,894.—Van Ess Laboratories, Inc., Chicago, Ill. Flied Mar. 13, 1923. Serial No. 177,415. Used since Feb. 1, 1923.)—Shampoo.

182,217.—The Cudahy Packing Company, Chicago, Ill. (Filed Feb. 26, 1923. Serial No. 176,607. Used since Jan. 30, 1923.)—Soap Powder Combined with Mineral Ingredients.

182,514.—Solon Pasquier, New York, N. Y. (Filed Jan. 8, 1924. Serial No. 190,553. Used since August, 1916.)—Bleach Creams, Beauty Creams, Cold Creams, Cleansing Creams, Face Powders, Compact Face Powders, Liquid Face Powders, Compact Rouges, Liquid Rouges, Talcum Powders, Eye-Brow and Eyelash Growers, Eyebrow Pencils, Face Bleaches, Hair Salves, Shampoos, Skin Lotions, Hand Lotions, Lip Sticks, Bath Salts, Witch-Hazel Salves, Chemical Preparations for Softening the Cuticle, Nail Polishes, Toilet Waters, Perfumes and Hair Tonics.

182,523.—Rosa Cosby, Atlanta, Ga. (Filed Oct. 29, 1921. Serial No. 154,727. Used since Aug. 25, 1921.)—Shampoo, Pressing Oil, and Hair Grower.

PATENTS GRANTED

1,488,035.—Composition for the Manufacture of Laundry and Toilet Soap. Laura E. Cruver, Tacoma, Wash., assignor of one-half to Oscar M. Glass, Tacoma, Wash. Filed Oct. 24, 1921. Serial No. 509,975. 2 Claims (Cl. 87-5.)

1. A Laundry Soap consisting of the following: 1 lb. white soap, 2 oz. coal oil, 2 oz. lemon juice, 2 oz. lettuce juice, 2 oz. cucumber juice, 1 tablespoon borax powder, 3 oz. paraffine, 10 drops oil of almond, 2 tablespoons of cocoanut oil, 1 oz. bluing.

1,488,098.—Dentifrice. Henry N. Creger, San Francisco, Calif. Filed March 9, 1922. Serial No. 542,471. 5 Claims. (Cl. 167—9.)

1. A dentrifrice having as a principal ingredient thereof the gummy exudation of the Eucalyptus rostrata in a vehicle of dental paste.

3. A dentifrice comprising in combination extract of Eucalyptus rostrata in a vehicle of dental paste composed of gum tragacanth, glycerine, powdered soap, essential oils, powered myrrh, calcium carbonate, saccharine, zinc chloride and water.

1,489,723.—Machine for Closing Collapsible Tubes. Ferdinand A Weimann and William B. Runk, Shelton, Conn., assignors to The Wiemann Brothers Manufacturing Company, Derby, Conn., a Corporation of Connecticut. Filed Oct. 14, 1922. Serial No. 594,502. 31 Claims. (Cl. 226-83.)

1. In a machine for closing filled collapsible tubes, means for closing the open ends of the tubes, comprising jaws movable toward and from each other, means for operating the jaws, said jaws being arranged to close the open end of the tube in two steps upon a single operation of the jaws toward each other, the first step pressing the sides together at the end of the tube and the second step pressing the sides of the tube together closely adjacent and inwardly of the walls first brought together.

1,489,788.—Toilet Case. Albert T. Reid, New York, N. Y. Filed Oct. 31, 1922. Serial No. 598,158. 13 Claims (Cl. 132—83.)

9. A toilet case comprising a pair of connected casting sections, a support carried by the casing sections, and a reflecting element pivotally carried by the support so that it may be used with either casing section.

DESIGNS PATENTED

64,249.—Simon A. Jaroslawski-Fioret, New York, N. Y. Filed Nov. 28, 1923. Serial No. 7,903. Term of patent 14 years.

64,250.—Simon A. Jaroslawski-Fioret, New York, N. Y. Filed Nov. 28, 1923. Serial No. 7,904. Term of patent 14 years.

64,417.—Sylvie Montegut, Paris, France, assignor to Boue Soeurs, Inc., a Corporation of New York. Filed Apr. 26, 1923. Serial No. 5,962. Term of patent 14 years.

Orange Crush Wins Against Suncrush

Action of the Commissioner of Patents in dismissing an opposition proceeding brought by the Orange Crush Company against the California Crushed Fruit Company, involving the trade-mark "Suncrush," has been reversed by Justice Robb in the District of Columbia Court of Appeals. The court finds that the use of the brand or mark by the latter company has resulted in confusion in the public mind and violates the inhibition of law against a party attempting to usurp the good-will of another whose mark has become widely known.

Powers to Ignore China Trademark Law

China's recent note indicating she was not disposed to modify her new trade mark law, elicited a reply April 12 from Pekin representatives of the powers that they did not believe they were warranted in advising their governments to recognize the trade mark law, or in requesting their nationals to register trade marks with the Chinese trade mark bureau.

The reply pointed out that cases or complaints growing out of the enforcement of the trade mark law will have to be dealt with in accordance with treaty stipulations concerning such disputes.

MESSRS. SPIEHLER, ITTNER, BOND AND CROUNSE SHOW CRAMTON BILL'S DEFECTS

(*Continued from Page 64*)

missioner of Internal Revenue, and its administration is still vested in this officer. The Bureau of Internal Revenue has had years of experience covering the details of manufacture, transportation and use of alcohol and alcoholic liquors, and has in its organization men who have been trained to recognize the needs of the industries and the methods to satisfy these needs and, at the same time, to protect the interests of the government. The administration of alcohol should not be taken from the hands of these men, and it is highly inadvisable to transfer the men who have had charge of this work and place them under the authority of a prohibition commissioner unacquainted with the necessities of industrial alcohol and the proper administration of the portion of the law which pertains to the manufacture, sale and use of alcohol for industrial purposes.

"A prohibition commissioner in order to be an efficient officer should address himself to the prohibitive features of the law and should devote his time and energy toward seeking out violations of the law and to the apprehension and punishment of offenders. He would of necessity be a police officer, judged from the character of his duties.

"The necessities of our industries demand and the national prohibition act provides with an authority quite equal to the prohibition portion of the act for the manufacture, sale and use of alcohol and alcoholic liquors for other than beverage purposes and without in any way detracting from the importance of the prohibition end of the act.

"We call attention to the necessity for the encouragement of lawful industries dependent upon the use of alcohol and we call attention to the fact that these industries should be permitted to manufacture, sell, buy or use alcohol, as the case may be, as a right existing under the Constitution of the United States and statutes, subject to reasonable regulations, and not because of any privilege which may be within the province of a prohibition commissioner to grant or withhold in accordance with his individual ideas. If a prohibition commissioner must be established by law, it is to be hoped that his duties shall be confined to prohibition itself, and to the detection of and prosecutions of violations of the law.

"The chemists of the American Chemical Society have put themselves on record that they desire that there shall be a commissioner of industrial alcohol whose duties shall be the enforcement of those portions of the law which pertain to the use of alcohol and alcoholic liquors for other than beverage purposes; a commissioner whose duties will enable him to recognize the needs of the industries and to encourage the industries in all lawful undertakings."

R. H. Bond Vigorously Attacks Bill

Richard H. Bond, representing the Flavoring Extract Manufacturers' Association, vigorously opposed the Cramton bill. He said that the flavoring extract manufacturers are obliged to use ethyl alcohol in large quantities in making various necessities. He said that it has been impossible to discover a suitable substitute for alcohol in the flavoring extract industry and that there is little prospect that such a discovery will be made.

Mr. Bond declared that under the present system by which prohibition enforcement officials have both policing duties in connection with beverage alcohol and also handle the use of industrial alcohol it is not possible for the enforcement officers to approach the permissive features of the law relating to legitimate industry with an unbiased mind. He added that the users of industrial alcohol have been subject to much annoyance and hardship on account of the hostile and suspicious attitude of prohibition enforcement officials, who seem to regard the industrial interests as "potential criminals."

"The only safeguard of the industrial alcohol users," Mr. Bond continued, "has been the right of appeal to the Commissioner of Internal Revenue and the Cramton bill proposes to take that away." He said that flavoring extract manufacturers are strongly in favor of the appointment of an industrial alcohol commissioner and complete separation of the control and use of industrial alcohol from the work of the prohibition commissioner.

Advocates of the Cramton bill, including counsel for the prohibition unit, placed considerable stress upon alleged diversion of industrial alcohol for illegal use. It was in answer to this argument that Mr. Crounse presented a brief.

Crounse Exposes Gross Exaggeration

"That a certain amount of alcohol has been diverted to beverage purposes is a well known fact," said Mr. Crounse in his brief. "The grossly exaggerated estimate that 40 per cent of an annual production of 100,000,000 gallons has been diverted, which was made by counsel for the prohibition commissioner, has already been completely discredited by Dr. Doran, chief of the Industrial Alcohol and Chemical Division of the prohibition unit, who has called your attention to the fact that the official figures show an annual production of alcohol of about 60,000,000 gallons, of which in his opinion fully 90 per cent has been consumed for legitimate purposes, leaving 6,000,000 gallons or less to be accounted for by diversions.

"The alcohol now available for legitimate use is divided into three classes:—(1) Pure or non-beverage alcohol, which pays a tax of $2.20 per proof gallon, or about $4.16 per wine gallon; (2) completely denatured alcohol, which pays no tax, and which is rendered nonpotable by the use of agents which make it impracticable to recover the pure alcohol and which, therefore, is allowed to be sold freely from hand to hand, one of the chief outlets being as an antifreeze mixture in automobile radiators; and (3) specially denatured alcohol, which through the use of a great variety of agents is rendered sufficiently nonpotable to allow it to be transported tax free under bond from denaturing bonded warehouses to factories for the manufacture of thousands of useful products.

"I believe the officials of the prohibition unit will concede that the diversion of pure tax-paid alcohol at the present time is practically nil. It is certainly so small as to be absolutely negligible especially if the essential character of pure alcohol in the manufacture of medicines and other indispensable products is borne in mind.

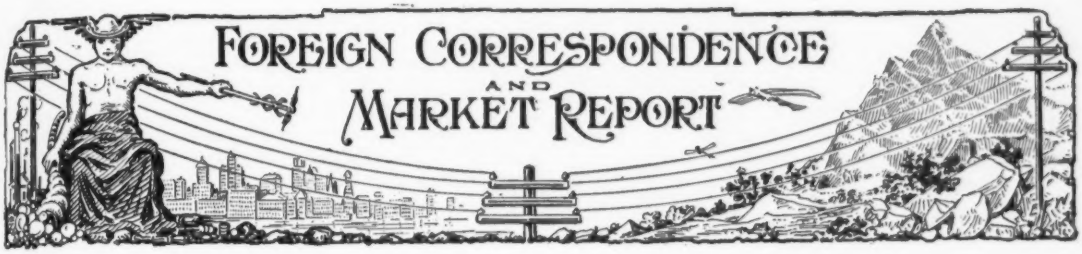
"There is probably a slight diversion of completely denatured alcohol, but in my opinion the quantity is unimportant, the recovery of pure spirits from completely denatured alcohol being difficult and costly and the product in almost all cases being so tainted with the denaturing agents as to be incapable of use for beverage purposes by any but the most hardened degenerates.

"In my opinion 90 per cent of the alcohol currently diverted to illegitimate use is the product of denaturing bonded warehouses and is reported to the government as specially denatured in accordance with three or four formulas. In some cases it is denatured and afterwards purified, while in other cases the records of denaturation are deliberately forged and the alcohol is sold in a pure state to parties who convert it into synthetic beverages for bootleg distribution.

"Of the total amount of alcohol diverted to irregular use, including pure grain spirits and completely denatured and specially denatured alcohol, I believe that 95 per cent finds its way into illegitimate channels through the hands of parties who prior to the passage of the Volstead act had never been engaged in any line of industry in which alcohol was employed. I am confident that the prohibition officials will confirm this statement. These law violators, therefore, are in a class by themselves; they saw in the conditions which arose immediately following the taking effect of the prohibition law an opportunity to exploit the statute, and their success has justified their expectations.

"But to hold up to criticism the great mass of legitimate manufacturers, dealers and consumers of industrial alcohol because of the crimes committed by a comparatively small class of individuals never before identified with legitimate trades is manifestly unwarranted and most unjust. The rather vague statements made to your committee by counsel for the prohibition commissioner might give the impression to the uninformed that the diversion of alcohol has been practiced quite generally throughout the alcohol-using industries. This is absolutely untrue."

Representative Cramton in his final arguments for the bill declared that it was not intended to injure legitimate industry but to bring about more efficient enforcement of prohibition. He expressed the view that this purpose would be accomplished by centralization of authority.



FRANCE

Chamber of Commerce.—At the last regular meeting of the American Chamber of Commerce in France, 32 rue Taitbout, Paris, several new members were admitted, among them being the following:

Richard Hudnut, Inc., perfumes and toilet articles, 113 West 18th street, New York City, and 13 rue des Pages, Suresnes (Seine). G. E. Esperson, representative.

Important Postal Notice.—The French postal administration has advised the United States Postoffice Department that letters and sealed and unsealed packages paid at the letter rate of postage, containing merchandise subject to customs duty, become the property of the French Government and are sold at public auction unless they bear a tag reading "Subject to customs or indirect taxes," and giving a description, weight, and value of the contents.

GREAT BRITAIN

Spirit for Perfumery.—In the House of Commons on March 20 Mr. Lorimer asked the Chancellor of the Exchequer, (1) if he will grant a rebate on alcohol used in the manufacture of perfumery and toilet preparations equal to that which is to-day conceded to the manufacture of drugs; (2) if he will revert to the practice in operation from 1902 to 1915, when spirits used by druggists and manufacturers of perfumes and toilet preparations were levied at the same rate—namely, 14s. 9d. per proof gallon, whereas the latter is now charged 74s. per proof gallon while the druggist is charged at the same rate as in 1902?

Mr. Snowden replied that as regards the first question he was unable to anticipate the Budget statement. As regards the second, he said the member is under a misapprehension in stating that spirits used in the manufacture of medicines are dutied at the present time at the same rate as in 1902. The duty of 14s. 9d. per gallon now applicable to spirits used in medical preparations operated from 1910, and that increase in duty was applied to spirits of all kinds.

Mr. Lorimer: Why was any differentiation made?

Mr. Snowden: There are very strong reasons for it of an administrative character. It is, he understood, much easier to evade the revenue when spirits are used for perfumery purposes than for medicinal purposes.

Sir G. Doyle: "Will the right hon. gentleman bear in mind, in coming to a decision on this question, the amount of employment which will be given by a reduction of the tax?" No reply was given.

Duty on Perfumery.—Mr. Lorimer, on April 1, asked the Chancellor of the Exchequer (1) if he will allow British perfume manufacturers to use duty-free spirit in their process of manufacture, and thereby place them on

(*Continued on Page* 102)

THE MARKET

Essential Oils, Aromatic Chemicals, Etc.

Contact with the many branches of the drug and chemical industry during the last few months cannot but have convinced the observer that of all the branches of that industry, the essential oil trade has been and is in by far the most satisfactory position. It has been doing business and excellent business at that, during a period when the others have been unable to do more than make both ends meet. Whether this has been due to exceptional conditions in the industries consuming essential oils or to other factors it is impossible to say. In any event, the industry is in a very satisfactory position.

Since our review of last month, there has been a steady development of business throughout the market. Activity has not been confined to a few lines but has covered virtually the entire field. There has been no difficulty in getting full prices for quality merchandise and even goods of off grade have been taken in lieu of something better in many materials where serious scarcity is the rule.

Turning to the various groups of products, it may be said that the floral essences have been firm with only a few minor price changes. The short crops in France which have been a feature of this and our Grasse reports during the last four or five months have had the effect of holding prices firm during the period of the greatest new crop arrivals. It is unusual to see lavender, neroli, jasmin and other floral oils firm or advancing during the period when arrivals are heavy. Their very firmness during this time would seem to indicate that higher prices are likely when recent arrivals have been better distributed and in part absorbed into consumption.

Admittedly the seed oils have been somewhat less firm during the same period. Doubtless this has been due to the fact that severe and serious shortages existed in virtually all of these materials during the months immediately preceding the arrival of the new crops. Items like caraway, coriander and fennel have declined here and for shipment. Firm spots continue in celery, mustard and other seed oil on which the raw materials have been scarce and advancing. The strength in anise, while due to quite different causes, has been a gratifying feature to importers, who have watched its recovery from record low prices with no little interest.

The Messina essences have been strong throughout. A part of this strength has doubtless been due to excessive speculation, which is always an unfortunate situation in this market. However, it has not been due to this solely. Strength in Italian views of the situation and high shipment prices have aided the steady demand in raising general price levels on Messina essences. Domestic manufacturers of orange and lemon oils have shown a commendable zeal in maintaining low prices. They are getting a very fair share of the business.

Spice oils have been featured by weakness in clove due to the abrupt turn about in the spice market, as well as by strength in practically all of the other items in the group. Ginger, on the strength of the root, has gone to almost record levels. Mace and nutmeg have advanced sharply, and other spice oils have been notably steady throughout the period.

The miscellaneous group is still featured by the strength

in bois de rose and linaloe and their continued scarcity in this market. Spruce and hemlock are cheaper with less inquiry. Eucalyptus is lower. Shipments of this oil which were due and badly needed two or three months ago are now arriving in volume when the demand is over. Sweet almond has advanced sharply. There has also been a forward movement in cedar wood oil which seems to be in very light supply. Seasonal demand for moth preventatives probably has aided its advance. Cedar leaf, on the other hand, is plentiful and lower.

On the whole, the tendency has been upward and this advancing trend is still in evidence. Good business, firm prices and generally healthy conditions seem to be indicated by the present status of the market.

Synthetics and Aromatic Chemicals

In general, it cannot be said that there is any definite trend to market values in this group. Nor have price changes been numerous during the last month. Leaders in the industry feel that there is a trend toward domestic products wherever they can be had in satisfactory standards of quality. This is in part brought about by the high tariff on imported merchandise and in part by the steady advance in quality and uniformity which the domestic producers have been able to put into effect.

The demand, as a whole, has been good. The trade is active, as indeed it has been for other materials in the aromatic line. Prices are steady. If there is any trend, it is apparent only in the imported articles on the list, many of which have advanced sharply while others have become virtually unobtainable on account of the high costs of importation. Non-competitive as well as competitive foreign products, have been affected by the tariff in this respect and especially items falling within the coal tar group.

Materials based upon or derived from natural products in the line have been uniformly strong owing to the advancing tendency in essential oils. The only exception seems to be in the case of eugenol which is a shade easier owing to the clove situation. Vanillin, on the other hand, has not been affected by the weakness in cloves save in the way of somewhat heavier resale offerings at prices below the first hand cost of the material. The same is true of coumarin which is offered materially cheaper in second hands than by the producers. Of course, there is always the quality equation involved in such purchases and also the matter of uniformity of shipments, something which must be taken into consideration by the particular consumer for manufacturing purposes.

Vanilla Beans

To get a new angle upon the present market for vanilla beans is a difficult thing. Reams are being written in various publications regarding conditions here and abroad but there is little new in the situation and virtually nothing which was not pointed out to readers of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW long in advance of the event. Second guesses are proverbially easy to make and the unfortunate part of the situation is that so many of the consumers were misled either by lack of mention or by incorrect analyses of the situation by other "authorities" and failed to get into the market at a time when prices, while seemingly high, were low in comparison with the present levels.

It must be said that relief in the immediate future is not in prospect. There seems to be little doubt that beans will be very high in price during the remainder of the year. The Mexican crop will not be sufficient to give more than temporary relief, if indeed its effect is felt at all in this market. Stocks of Bourbons here are practically nil from the standpoint of the buyer who must still cover his requirements. There are some Bourbons in Marseilles—opinions differ as to the quantity—but they are not going to be offered cheaply to American buyers, if at all. Other grades are negligible. There are a few offers of Tahitis and some few South Americans, but considering their quality, the prices are out of line with accepted ideas of the worth of beans. At the same time, almost any price is warranted on any type of beans under present conditions.

Sundries

As usual, menthol is the feature of the sundries group. For an article of its importance it affords more "copy" for the reviewer than any ten commodities. It has advanced again as predicted in our review of last month. Stocks here proved too small when London and Hamburg became buyers, and the price shot up about $2 per pound in forty-eight hours. There is prospect of relief in the fact that huge quantities have been bought for arrival between now and June and also in American menthol manufacture, an account of which will be found elsewhere in this Journal. Other sundries have held their steady position and are without change as to price. The entire group is remarkably steady.

THREE FIRMS MAKING MENTHOL

After experiments covering many months, U. S. P. menthol is now being manufactured in the United States from American peppermint oil. Following the sharp rise to record levels in the menthol market, occasioned by the Japanese earthquake last September, experiments were taken up both in this country and abroad looking to the manufacture of the product, either synthetically or from peppermint oil, in order that the inordinately high prices prevailing in the market might be broken. Attempts to manufacture synthetic menthol met with some degree of success in Germany and in England, but the product could not of course satisfy the requirements of the pharmacopœia which prescribes that menthol must be extracted from peppermint oil.

These synthetic products have been on the market for some time. More recently, a German product, extracted from dementholized Japanese oil, has been on the market but the quantities have been very small and the product possessed of a peculiar and un-menthol-like odor.

American menthol is virtually a new development, at least upon a commercial scale. It has been manufactured in the laboratory heretofore, but owing to the comparatively small yield and the cheapness of the Japanese product, its manufacture upon a commercial scale has not been attempted. In the present emergency, with Japanese goods selling above $14 per pound, the commercial possibilities of American manufacture have attracted attention.

Among the first to produce and offer the American product was Dodge & Olcott. They were followed in the field by the Rhodia Chemical Co., which now has a considerable production, and later by the Orbis Products Trading Co., which at present is the largest of the American manufacturers. The combined production of these companies is now running at the rate of about 200 cases per month and in spite of the high price of peppermint oil, the material is selling at prices well below those which importers of Japanese goods can offer.

The product is a pure white crystalline substance, strictly U. S. P. Its only difference from the Japanese product is the fact that the crystals are not quite so large as those of the latter product.

Such production is bound to have an effect upon the prices of Japanese menthol and already it is understood that the agents of the Japanese manufacturers are making careful inquiry as to the extent and possibilities of its production.

It is also likely to have some effect upon the market for peppermint oil. In fact, this effect is already apparent both in the advancing price of that product and also in the speculative activity in it in the New York market. The extraction of the menthol from American oil brings a new class of consumers into the field. The most generous estimates as to the percentage of menthol which can be extracted from the oil do not place the figure as much above 50 per cent. Probably, it is somewhat lower than this.

Conceding the 50 per cent figures and allowing for an American production of only 100 sixty-pound cases per month, it is at once apparent that at least 12,000 pounds of oil per month would be required to take care of this production. Such a quantity would in itself make a considerable dent in the oil market.

Just what steps will be taken by the Japanese producers to meet the situation or just how far the market will have to drop before American production is no longer profitable are open questions. It is admitted, however, even by importers of Japanese goods, that the American firms who have initiated this move have done the consumers of menthol throughout the country a considerable service.

PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb...	$3.50@	$3.75
Almond, S. P. A.....	3.75@	4.00
Almond, F. F. C. "Art"..	2.15@	2.30
Almond, Sweet True.....	47½@	52½
Almond, Apricot Kernel.	.25@	.29
Amber, crude	.80@	
Amber, rectified	.95@	1.00
Amyris, balsamifera	3.25@	3.50
Anise, "lead free U.S.P."	.55@	.60
Aspic (spike) Spanish...	1.15@	1.30
French	1.30@	1.40
Bay, Porto Rico.....	2.60@	2.70
West Indies	2.40@	2.60
Bergamot, 35-36 per cent.	3.65@	3.80
Birch, sweet N. C.....	2.10@	2.20
Penn. and Conn.....	4.50@	5.00
Birchtar, crude	.35@	.40
Birchtar, rectified	1.00@	
Bois de Rose, Femelle...	6.00	Nom.
Cade, U. S. P. "IX"....	.45@	.50
Cajeput, Native U. S. P.	1.10@	1.15
Calamus	4.25@	
Camphor, "white"	.16@	.18
Cananga, Java	2.10@	2.35
Cananga, Java rectified..	3.25@	3.50
Caraway Seed, rectified..	8.50@	9.00
Cardamon, Ceylon	30.00@	
Carvol	17.00@	18.00
Cassia, 80@ 85%	1.95	Nom.
Cassia, rectified, U.S.P..	2.75@	3.00
Cedar Leaf	1.05@	1.15
Cedar Wood	.36@	.38
Celery	12.00@	
Cinnamon, Ceylon	11.50@	14.00
Citronella, Ceylon	.83@	.88
Citronella, Java	1.15@	1.25
Cloves, Bourbon	2.70@	3.00
Cloves, Zanzibar	2.25@	2.40
Copaiba	.40@	
Coriander	13.25@	14.00
Croton	1.15@	1.20
Cubebs	6.00@	6.25
Cumin	15.00@	
Dillseed	5.00@	5.25
Erigeron	1.45@	
Eucalyptus, Aus, 'U.S.P.'	.70@	.80
Fennel, Sweet	1.25@	
Geranium, Rose Algerian	7.50@	8.00
Geranium, Bourbon	6.75@	7.00
Geranium, Turkish (Palma rosa)	4.50@	4.75
Ginger	10.00@	
Gingergrass	3.00@	
Guaiac (Wood)	5.00@	
Hemlock	1.05@	1.25
Juniper Berries, rectified.	1.50@	1.75
Lavender, English	38.00@	
Lavender, U.S.P., "IX".	5.00@	6.50
Lemon	.87½@	1.00
Lemon "Calif"	.80@	.90
Lemongrass	.90@	
Limes, distilled	1.25@	1.40
Limes, expressed	1.90@	
Linaloe	4.00	Nom.
Mace, distilled	1.40@	
Mirbane	.15@	
Mustard, genuine	15.00@	17.00
Mustard, artificial	3.90@	4.10
Neroli, Bigarade, Pure..	100.00@	130.00
Neroli, Petale, extra....	80.00@	100.00
Nutmeg	1.40@	
Orange, bitter	2.75@	
Orange, sweet, W. Indies	2.80@	2.90
Orange, sweet, Italian...	3.50@	3.75
Orange, Calif.	3.20@	3.40
Origanum, imitation	.30@	
Orris Root, concrete, foreign .....(oz.)	5.25@	
Orris Root, concrete, domestic .....(oz.)	3.00@	3.50
Orris root, absolute (oz.)	50.00@	55.00
Parsley	4.00@	
Patchouly	6.00@	6.50
Pennyroyal, American ..	2.40@	
Pennyroyal, French	2.00@	2.15
Peppermint	4.65@	5.00
Peppermint, redistilled ..	5.00@	5.25
Petit Grain, So. American	2.05@	2.25
Petit Grain, French.....	8.00@	9.00
Pimento	2.35@	
Pine Needles, from Pinus Sylvestris	2.00@	
Rose, Bulgaria ....(oz.)	8.00@	10.00
Rosemary, French..(lb.)	.55@	.60
Rosemary, Spanish	.50@	.55
Rue	4.50@	
Sage	3.25@	3.50
Sage, Clary (oz.).....	3.00@	4.50
Sandalwood, East India.	6.90@	7.15
Sassafras, artificial	.40@	.45
Sassafras, natural	1.65@	1.75
Savin, French	3.00@	
Snake Root	18.00@	
Spearmint	2.75@	3.00
Spruce	1.05@	1.25
Tansy	5.00@	6.00
Thyme, French, red.....	.95@	1.05
Thyme, French, white...	1.05@	1.15
Thyme, Spanish, red....	.95@	
Vetivert, Bourbon	9.50@	10.00
Java	30.00@	32.00
Wintergreen, Southern ..	4.25@	4.35
Pennsylvania	7.50@	9.00
Wormseed	6.50@	7.00
Wormwood	4.00@	4.50
Ylang-Ylang, Manila ...	32.00@	40.00
Ylang-Ylang, Bourbon ..	5.00@	8.50

DERIVATIVES AND CHEMICALS

Acetophenone	5.00@	
Amyl Salicylate, dom...	1.60@	1.75
Amyl Salicylate, foreign.	2.25@	3.00
Anethol	1.25@	1.50
Anisic Aldehyde, foreign.	4.50@	
Domestic	3.75@	
Benzaldehyde, U. S. P...	1.65@	
Benzaldehyde, F. F. C...	2.15@	2.25
Benzilidenacetone	2.75@	4.50
Benzyl Acetate, domestic	1.65@	1.90
Benzyl Acetate, foreign..	1.75@	2.00
Benzyl Alcohol	1.50@	1.65
Benzyl Benzoate	1.75@	2.00
Borneol	2.75@	
Bornylacetate	4.25@	
Bromstyrol	2.50@	3.50
Carvol	17.00@	18.00
Cinnamic Acid	3.35@	3.50
Cinnamic Alcohol	10.00@	12.00
Cinnamic Aldehyde	3.75@	4.25
Citral	2.75@	
Citral C. P.....	3.50@	5.00
Citronellol, domestic	9.00@	10.00
Citronellol, foreign	10.00@	12.00
Cumarin, artificial, dom..	3.95@	4.25
Cumarin, artificial, for..	5.25@	
Diphenylmethane	2.50@	3.00
Diphenyloxide	1.00@	1.40
Ethyl Cinnamate	5.50@	
Eucalyptol	.95@	1.00
Eugenol	3.50@	4.00
Eugenol, foreign	4.50@	5.00
Geraniol, domestic	3.80@	4.00
Geraniol, foreign	4.50@	4.75
Geranyl-Acetate	5.00@	
Heliotropin, domestic ...	2.25@	2.50
foreign	2.50@	3.00
Indol, C. P.....(oz.)	9.00@	
Iso Eugenol	4.60@	5.00
Linalool	5.50@	6.50
Lily Base (Hydroxycitronellal)	13.00@	15.00
Linalyl Acetate 90%....	8.25@	8.75
Linalyl Benzoate	nominal	
Methyl Acetophenone....	5.75@	6.00
Methyl Anthranilate.....	2.75@	
Methyl Cinnamate	4.50@	5.50
Methyl Eugenol	9.00@	10.00
Methyl Heptenone	9.00@	
Methyl Heptine Carbon..	39.00@	44.00
Methyl Iso Eugenol.....	13.00@	
Methyl Paracresol	6.00@	
Methyl Phenylacetate, Art, Honey Aroma...	6.50@	
Methyl Salicylate	.48@	.52
Musk Ambrette	15.00@	16.00
Musk Ketone	18.00	nom.
Musk Xylene	4.50@	
Nonylic Alcohol	40.00@	52.00
Phenylacetaldehyde	9.00@	12.00
Imported	14.00@	16.00
Phenyl Ethyl Acetate...	15.00@	17.50
Phenylethylic Alcohol...	8.50@	9.00
Phenylacetic Acid	3.50@	
Rhodinol, domestic	18.00@	22.00
Rhodinol, foreign	20.00@	22.00
Safrol	.55@	.60
Skatol, C. P.....(oz.)	10.00@	20.00
Terpineol, C. P., dom...	.52½@	.60
Terpineol, C. P., imp., lb.	1.00@	1.15
Terpinyl Acetate	1.75@	1.90
Thymol	3.50@	4.00
Vanillin ..... (oz.)	.53@	.57

BEANS

Tonka, Beans, Para.....	.95@	1.00
Tonka, Beans, Angostura	2.20@	2.35
Vanilla, Beans, Mexican.	11.50	nom.
Mexican, cut	10.00	nom.
Vanilla Beans, Bourbon whole	9.00	nom.
Vanilla Beans, Bour., cut	nominal	
Vanilla Beans, Tahiti yellow label	7.00	nom.
White label	7.25	nom.

SUNDRIES

Alcohol Cologne spts., gal.	4.83@	4.99
Ambergris, black...(oz.)	15.00@	18.00
Ambergris, gray....(oz.)	28.00@	
Chalk, precipitated	.03½@	.06½
Civet horns .....(oz.)	2.65@	
Lanolin hydrous	.22@	.24
Lanolin anhydrous	.24@	.30
Menthol Jap.	14.50@	15.00
American	13.00	13.50
Musk, Cab., pods..(oz.)	18.00@	20.00
Musk, Cab., grains.(oz.)	26.00@	28.00
Musk, Tonquin, gr..(oz.)	36.00@	
Musk, Tonquin, pds (oz.)	22.00@	23.00
Orris Root, Florentine, whole	.08@	.10
Orris Root, Powdered...	.10@	.15
Rice Starch	.09@	.12
Talc. domestic ....(ton)	18.00@	40.00
Talc. French .....(ton)	25.00@	50.00
Talc. Italian .....(ton)	45.00@	60.00

FOREIGN CORRESPONDENCE

(*Continued from Page 99*)

an equal footing with the French competitor; (2) if he is aware that unemployment in the perfumery industry is being caused by French competition in the home and foreign markets, due to the fact that the French articles can be sold at a lower price because they are permitted to use duty-free spirit, whereas the British manufacturer has to pay a duty of 74s. per gallon; and will he take steps to reduce unemployment by lowering the duty, and so enable British manufacturers to extend their home and foreign trade?

The Chancellor replied that as regards the first question he was unable to adopt the member's suggestion. As regards the second, he was unable to anticipate the Budget statement, but he pointed out that perfumed spirits imported in bottle from France are subject to a duty of £6 3s. 5d. per liquid gallon.

INDIA

SANDALWOOD OIL.—Acting Trade Commissioner, Charles B. Spofford, Jr., Calcutta, sends the following: "The two pioneer sandalwood oil refineries working at Bangalore and Mysore City in the Indian State of Mysore utilized 750 tons of sandalwood cut from Mysore forests during 1923, as against 508 tons in previous year. Oil sold during this period amounted to 149,630 pounds as compared with 115,-028 pounds in 1922.

"Both factories have made such good progress in the manufacture of a special grade of sandalwood oil suitable for the Japanese trade that this oil has now displaced the German product from that market.

"The first year's operation realized a profit of 209,000 rupees to the State, and the management to date has been able to make a profit of 700,000 rupees on a total working expenditure of 15,000,000 rupees.

"The prosperity of this particular oil industry is due to the efforts of the Mysore Government to exploit the vast forest resources of sandalwood found in the State and to manufacture a high-grade oil suitable for export markets.

"The retail price quoted the writer by the Mysore Agency in Calcutta for B. P. Standard Sandalwood oil was 22.5 rupees ($7) per pound, but doubtless a more favorable quotation could be obtained direct from the Government factory for wholesale orders."

ITALY

FOREIGN TRADE.—Italy's imports in 1922 of essential oils, perfumes, soaps and candles were valued at 40,121,877 lire. The exports of the same commodities amounted to 78,165,-033 lire. Among the items were these, the values being given in lire:

	Imports	*Exports*
Essences for liqueurs and perfumery	3,878	87,993
Oils of anise, citronella, cedarwood, eucalyptus, lemongrass, linalce, spike, and thyme	31,694	128
Oil of bergamot	.....	166,520
Oil of cloves	896	1
Oil of lemon	.....	687,810
Oil of mandarin	.....	3,762
Oil of orange	.....	124,465
Oil of peppermint	3,143	13,119
Oil of rose	70	54
Oils, essential, not specified	10,987	16,840
Oils, essential, terpeneless	5,077	932
Perfumery, alcoholic	34,100	19,600
Perfumery, non-alcoholic	248,900	22,200
Perfumes, synthetic	38,417	439
Soap, perfumed	123,800	121,900
Soap, plain	4,966,800	1,982,500
Soap, transparent	7,500	1,200

JAPAN

TARIFF RATES RESTORED.—The Japanese Government has decided to restore the tariff schedule which was suspended following the earthquake, effective April 1, except on rice, which will be free until July 31.

NIGERIA

EXPORT DUTY ON PALM OIL.—Consul W. J. Yerby, Dakar, reports that the export duty on palm oil has been increased from £1 10s. to £2 per ton.

PERSIA

SYNTHETIC DYE IMPORT RULES.—The regulations governing the importation of synthetic dyes into Persia, together with a list of the synthetic dyes approved by the Persian customs authorities, have been forwarded by Consul Bernard Gotlieb, Teheran. The regulations specify the coloring matters of certain manufacturers which are now allowed entry, the manner in which samples must be presented to the Persian customs chemist for analysis, and the conditions under which approved synthetic dyes may be imported into Persia.

SPAIN

OLIVE OIL.—The Spanish export duty on olive oils, not including sulphur olive oil, has been fixed at 10 pesetas per 100 kilos for the month of April.

The National Board of Spanish Overseas Trade has asked the Government for free exportation of olive oils. The board suggests the idea of convoking the parties concerned in such a measure, to find a solution of harmonizing with the necessities of internal consumption and exportation.

Sulphur olive oil is not included in the olive oils subject to the export duties established by the Spanish royal order effective February 11.

The temporary duty-free importation into Spain of tin plate (hojalata en blanco) for the manufacture of containers of olive oil for export is permitted by a royal order of February 19, 1924. In order to obtain a refund of the duty deposited, the receptacles must bear a Spanish registered trade-mark, and the words "Aceite de oliva espanol" (Spanish olive oil) must be stamped or printed thereon.

Trade Chances Seen in Bordeaux Fair

The Bordeaux Sample Fair will be held this year, from June 15 to June 30, according to advices reaching the Department of Commerce. The fair is of a distinctly colonial and agricultural character, and as the French African Colonials are in Bordeaux about this time to sell their products and make purchases the fair is believed to be an effective means of advertising American products in the French Colonies. A. D. Strauss & Co., 165 Broadway, New York City, are American representatives of the fair committee.

Dutch East Indies Exporters Listed

List FE-19044, prepared by the Bureau of Foreign and Domestic Commerce, Washington, D. C., contains exporters on the island of Java of basic raw materials for the manufacture of medicinals, perfumery, soap, etc. The following products are included: Lemongrass oil, citronella oil, vetiver oil, sesamum seeds, tengkawang kernels, castor-oil beans, balam, soentei kernels, candle nuts, sandalwood, patchouly leaves, castor oil, peanut oil, cananga oil, cajuput oil.



OUR FOREIGN SOAP TRADE NEEDS PUSHING TO GET BENEFICIAL RESULTS

The Soap Industry's export trade seemed to benefit by the Government returns (printed on page 612 of our February issue) for the year 1923, as compared with 1922 and 1921, but analysis of the figures has been disappointing to persons who believe the soap export business is not only important but potentially valuable.

Figures now are available for January, 1924, grouped with the exports for seven months of the present fiscal year up to February 1. These statistics give a much better idea of the present situation of our soap export trade than can be derived from the statement for the calendar year 1923. The present survey shows not only a heavy falling off from a year ago in January, but for the last quoted seven months there is a dropping backward that runs up to more than $400,000, *close to half a million dollars for a trifle over half a year.*

It is time for our soap exporters to awaken. We are printing a series of articles to help them, and there is little excuse for neglecting the manifold trade opportunities which are disclosed. Following are the official Department of Commerce figures for the periods mentioned:

	January		Seven Months Ending Jan. 31	
Soap	1923	1924	1923	1924
Toilet or fancy.....	$254,252	$140,679	$1,770,580	$1,429,457
Laundry	358,428	232,374	2,856,822	2,603,119
Other soap	106,184	148,955	774,558	937,889
	$718,864	$522,008	$5,401,960	$4,970,465

Artificial Flowers Not Soap; Lemon Not Perfume

Protest 975,839 of Morris Mann & Reilly, Inc., Chicago, against the classification of soap in the form of a vase bearing an artificial flower as artificial flowers at 60 per cent ad valorem has been sustained by Board 1 of the United States General Appraisers. The board found the merchandise dutiable as soap at 15 per cent.

Board 1 has sustained protest 999,389 of Park & Tilford, this city, against the classification of lemon soap as perfumed soap at 30 per cent ad valorem, holding the article dutiable as unperfumed at 10 per cent.

German Soap Now Scoffs at the Volstead Law

A recent New York police order said: "Alcohol soap is being made in Germany, and when it is treated in accordance with instructions it will produce 67.7 per cent of alcohol. Its importation is not approved." The police lately had received information that consignments of this alcohol soap had been smuggled into port. The Marine Division has been directed to watch for such shipments.

Features to Be Found on Other Pages

Readers of the Soap Section may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

PRESENT STATUS OF THE SOAP INDUSTRY IN BRITAIN CLEARLY STATED

(From a Special Correspondent)

London, April 2.—J. L. Buchanan, chairman of John Knight, Ltd., one of the most important British soap manufacturing companies in the Lever combine, in the course of a recent speech made some very interesting remarks regarding the present position of the British soap industry.

"The manufacture of soap today," said Mr. Buchanan, "is quite a different proposition from what it was 106 years ago, when we first entered the business. Today the soap-maker must be not only a soap-boiler but a scientific oil refiner as well. All the materials used have to be subjected to a preliminary refining process, whereas formerly anything was considered good enough for soap-making.

"Today the up-to-date soap-maker has to select his materials very carefully, and then has to subject them to drastic refining before he will allow them to go to the soap kettle. After his materials have been refined he has to use all the experience at his command to blend these materials to produce a soap which will give the highest possible efficiency at the minimum cost to the consumer.

"In toilet soaps the public are becoming more and more appreciative of the merits of those of the very highest grades. While it is recognized that we do not produce the best laundry soaps, I do not think the fact is sufficiently appreciated that British manufacturers manufacture both toilet and shaving soaps of exceptionally high quality."

Mr. Buchanan's admission of inferiority of British laundry soaps might be questioned by other British manufacturers, but it is of especial interest at the present time when imported laundry soaps are so rapidly growing in popularity. At least two well-known American brands are doing well, while an Australian patent process soap has been successfully exploited for several years past. His statement regarding the fact that high quality in toilet soaps is gaining favor over here, especially since the flooding of the market with cheap, inferior French makes, is unquestionably true. As a result, the British public, in making purchases of toilet soap have become accustomed to specify that it be neither French nor German and a preference has consequently been formed for the beter quality of the British product. He mentioned that, as a result of searching experiments, a large manufacturing concern intends soon to bring out an entirely new toilet soap which it is thought will rival the finest productions now on the market.

"With regard to the prospects for the coming year," Mr. Buchanan continued, "there has been a material increase in the cost of raw materials without any corresponding increase in the price of soap. While under existing condi-

tions it is difficult to tell what may happen, given reasonable trading conditions there is every reason to believe that the industry will continue to prosper."

DRY RENDERING OF FATS

An article by John P. Harris on "The Dry Rendering of Fats" in a recent issue of *Chemical & Metallurgical Engineering* (Vol. 29, No. 3) is of interest to soap manufacturers. The advantages of the dry process are stated to be reduced initial cost, elimination of public nuisance troubles, comparatively inexpensive operation, and a better yield of good grade product. The process is especially advantageous for the small soap manufacturer who produces his own tallow and grease. The simplicity of the process

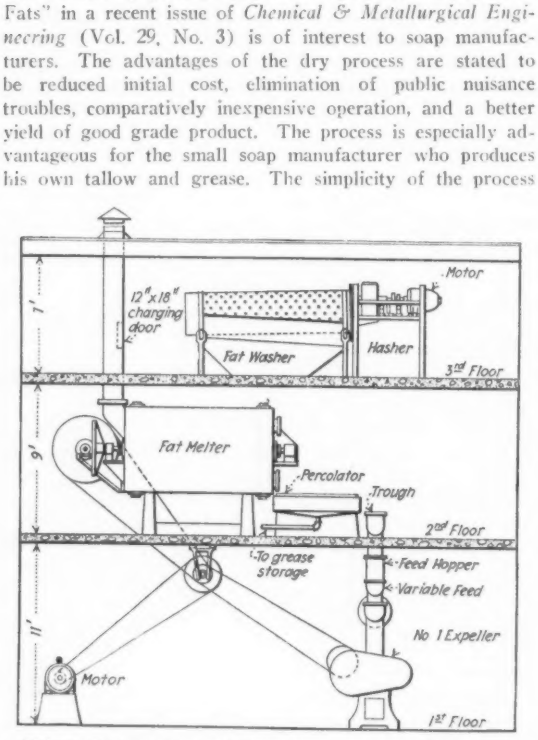


FIG. 2—EQUIPMENT FOR DRY METHOD OF RENDERING

compared with the well known wet method, is illustrated by the figure 2, printed herewith. For further details, those interested are referred to the original article.

Potash Development in United States

Following the discovery of indications of potash zones in Texas, George Otis Smith, Director of the Geological Survey, has urged the Senate at Washington to appropriate funds for further explorations, which he believes will make the United States independent of other countries in the potash market. The appropriation of $500,000 a year for five years is urged, the Treasury to be reimbursed from the results of the explorations.

Alsatian Potash Production

There were extracted from the mines of the Department of Haut-Rhin, France, 1,568,000 metric tons of sylvinite in 1923. This output is the largest reached up to the present time, and exceeds by 16 per cent the 1922 figure, which itself exceeded those of previous years. In 1923 the potash content of the year's output amounted to 248,528 metric tons, an increase of approximately 20 per cent over the 1922 figure (207,123 metric tons), and comparing with 148,937 metric tons in 1921.

Potash Production in Germany

The production of pure potash in Germany during 1923 amounted to 8,859,423 quintals, against 12,955,443 in 1922 and 11,103,694 in 1913.

PROCTER & GAMBLE EMPLOYEES GET CLOSE TO HALF MILLION IN DIVIDENDS

Dividends amounting to $403,890.30 were paid by the Procter & Gamble Co. to employees participating in their profit sharing plan, according to an announcement made by the company. The total number of shares of the company's common stock subscribed for by employees is 42,214. During 1923, the participants in the profit sharing plan received dividends amounting to $403,890.30. The total amount of money paid by the employees against their stock purchases for the year 1923 was $279,736.31.

Dividends aggregating $191,577.64 were distributed among the Cincinnati employees of the Procter & Gamble Co. during 1923 through the P. & G. profit-sharing plan, it was announced at the seventy-third semi-annual profit-sharing celebration of the company held March 15 at Music Hall in Cincinnati. Cash dividends distributed to employees totaled $68,960.29.

Nearly 1,400 employees who shared in the dividends own a total of 11,628 shares of stock in the company, or an average of eleven shares each. The market value of shares held by these employees is estimated at $1,465,128.

Col. William Cooper Procter, president of the company, pointed out to the 3,000 employees who attended the celebration the responsibility of employees for good workmanship. He said in part:

"Through newspapers and magazines 110,000,000 people are told weekly about our products. We, as the workmen who produce those products, must not betray the confidence of the millions of persons who are our customers. The products from which our goods are made come from every corner of the world. We obtain whale oil from the Antarctic, seal oil from the Arctic, palm oil from equatorial Africa, cocoanut oil from the Orient, perfume from France and Italy and cotton seed oil from the Southern States. So much cotton seed oil is used in our plant that a territory equal in size to the state of Ohio would be required to produce the cotton from which the seeds are taken and 125,000 laborers would be required to handle it."

Four organ solos were given by Adolph H. Stadermann and a concert was given by the P. & G. Band. Allan Rogers and Lenora Allen and the Four Diamonds, appearing at Keith's Theatre, also took part in the entertainment. Following the showing of a motion picture comedy the employees danced in Danceland until 6 o'clock.

Similar celebrations were held at Staten Island, New York, Kansas City, Dallas and Hamilton, Ontario.

New Soap Needed to Wash Swiss Buildings

The cleanliness of Swiss dwellings should mean an excellent market for good American soap. In Switzerland the interior of houses, public buildings, and offices are painted white, but due to the unsuitable quality of soap used to wash the walls, they turn yellow in a very short time. Vice-Consul H. Armistead Smith, Berne, Switzerland, believes there would be an excellent market in Switzerland for a soap that could be applied freely and regularly without causing white paint to turn yellow, according to his report to the Department of Commerce. A list of soap dealers in Switzerland may be obtained from the Foodstuffs Division, Bureau of Foreign and Domestic Commerce, Washington, D. C., by reference to report No. 123,582.

Abundant Potash Reported in Italy

Professor Washington of the American Mines Service, who has studied the Italian mescite deposits, estimates that they contain 9,000,000 tons of potash, says a Rome dispatch to the New York *Times*. He thinks that its extraction needs only to be organized on a sound financial basis in order to become an important source of wealth. Italians, however, who have had experience with leucite during the war, believe that in order to be profitable such an undertaking would require more thorough study and better stabilization of prices on the international market.

ORGANIC SULFO SALTS IN THE SOAP INDUSTRY*

By Dr. WALTHER SCHRAUTH, Lecturer at the University of Berlin

The cleansing and lathering effect of technical soaps is today generally explained by the theory that the insoluble "acid soaps" formed in aqueous solutions by hydrolysis are converted into a state of emulsion by the highly soluble, undissociated parts of the body of the soap, and form the viscous lather cells which cover themselves with the dirt substances separated from the objects to be cleaned.

The fat mixture is therefore prepared in such a manner that in addition to the highly hydrolyzable salts of fatty acids of a higher molecular weight, such as oleic, palmitic and stearic acids, it also contains the salts of fatty acids of lower molecular weight, which are easily dissolved in water and are only dissociable to a very small extent. The salts of thin kind are essential constitutents of the so-called "glue" fats, like palmkernel and cocoanut oil. Soaps with a satisfactory lathering and cleansing effect not only in warm, but also in cold water, are usually manufactured with an addition of 10-20 per cent of the two mentioned nut oils, while the main part of the fat mixture consists of hard fats (beef tallow, bone fat, palm oil, etc.).

Several years ago I pointed out that the nut oils may be advantageously replaced by other products. I mentioned especially that fat products containing hydroxy groups in the molecule, like castor oil, might be used, or products that are substituted by the sulphuric acid residue (the so-called sufo group), for instance Turkey red oil. At that time I was able to show that the lathering effect of soap compositions of this kind becomes most pronounced, if the "acid soap" formed during the washing process is produced in advance by a slight acidification of the soap body. My suggestions, however, did not solve the difficulties that beset the soap industry today on account of the lack of raw materials. The castor oil plant cannot be acclimated in Germany, like the soya bean, and the substitution of the nut oils by castor oil and its derivatives therefor would remain without influence on the importation of foreign fat products.

The restriction on importation of refined foreign fat products is made imperative by the passivity of our trade balance, and chemists are confronted with the task of ascertaining whether the fats needed for the soap industry (about 250,000 tons annually) cannot be at least partly replaced by synthetic products. That this possibility exists has been proved by the experience gathered in the production of fatty acids by oxidation of paraffin, but it still remains to be seen whether products of a different chemical nature can be used as detergents in the same manner as soaps.

Cleansing action, as already stated, is due to the fact that the "acid soap," which is soluble in water with difficulty, becomes very finely or colloidally diffused by the emulsifying action of an aqueous liquid. The question therefore permits investigations in two directions: First, to determine whether the lathering agent can be replaced by other products of a similar nature, and, second, to produce emulsifying liquids with the qualities of a nut oil soap.

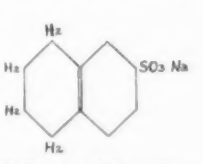
The possibility of replacing the lathering agent by other substances appears no longer doubtful in view of the fact that solid substances which are insoluble in water, such as paraffin and similar hydrocarbons, the heavy metal salts of the fatty acids, clay, magnesium hydroxide, etc., can easily be transformed into colloidal state with the aid of proper agents. With more attention to the laws of colloid chemistry, the wartime soaps might have become very efficient detergents.

The second question, however, presents greater difficulties, because the availability of an organic substance as an emulsifier is not only determined by certain physical qualities depending on the size of the molecule, the solubility conditions, etc., but also to a large extent by the chemical structure of the substance; that is, by certain groupings of atoms which, according to their character, either promote or hinder the desired effect.

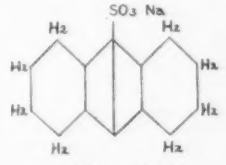
Experience has shown that organic salts that are soluble in water and contain hydroxy or sulfo groups in the molecule possess the qualities required of an emulsifier. The patent literature proves that compounds of this kind have often been taken into consideration as substitutes for soaps. (See German patents 298,264; 332,649, etc.).

It is surprising that the products recommended so far have not been practically used in the soap industry, with the possible exception of the lactate salts and the salts of the naphthalene sulfo acids. This seems to show that the salts have some characteristics that make them appear inferior to the nut oil soaps. The lactate salts, for instance, have a graining effect, while the naphthalene-sulfo salts may produce crystallizations and undesirable changes in the structure of the soap body. These characteristics are undoubtedly due to the very distant relationship of the "substitutes" of this kind to the soaps. Lactic acid, on account of its low molecular weight, is not able to form combinations with alkalies that have the character of soaps. The salts of lactic acid, and also the acetates, act in the same manner as the inorganic electrolytes. They not only influence the homogenity of hydrous soap solutions unfavorably, but may even become very disturbing. The molecular weight of the salts of naphthalene sulfo acids is high enough to produce the desired effects, but these salts lack the aliphatic character of the fatty acids which seems to be absolutely necessary for the effectiveness of the soap.

It is known that the character of aromatic compounds may be influenced by the hydrogenation process in such a manner that the qualities of aliphatic combinations are produced simultaneously with the absorption of hydrogen. The aqueous solutions of the sulfo salts of hydrogenated hydrocarbons probably possess the qualities of emulsifying liquids to a marked degree. But as the molecular weight of these substances has to be rather high, only the sulfo salts of partially or completely hydrogenated polynuclear hydrocarbons can be considered, especially the derivatives of hydrogenated naphthalene, and the corresponding anthracene and phenanthurene derivatives. Most easily available are the tetrahydronaphthalene, betasulfo acid and the octohydroanthracene sulfo acid. The constitution of these two acids is shown by the following formulæ:



Sodium-tetrahydronaphthalene-beta-sulfonate



Sodium-octohydroanthracene-sulfonate

The sodium (A), potassium (B), and ammonium (C), of tetrahydronaphthalene, beta-sulphonic acid, are white, very finely ground powders resembling flour, with a smooth touch like that of talcum, which is especially pronounced in the sodium salt. Their solubility in water varies. At a temperature of 20 degrees fourteen parts of A and eighteen parts of B are soluble in 100 parts water, but only six parts of C. However, the solubility curves of the three salts show a very steep course, and the solubility increases very quickly with the rise of the temperature, but it is much lower in a solution of sodium chloride and quantitative graining therefor appears theoretically possible. But in practice the result of graining a mixture of soap and A, is not always satisfactory.

Because of the high concentration of the end lye, espe-

*From *Seifensieder-Zeitung*, Vol. 50, Nos. 15 and 16.

cially in the heated state, the sulfonates are only carried into the grained soap to a limited extent. In view of this fact it becomes necessary to add the salts to the grained soap after it has been separated from the spent lye, or to stir them into the filled soaps. For the manufacture of toilet soaps the salts are best added in the amalgamator, together with the coloring matter and perfumes. For cold process soaps the sulfonates should be stirred into the oil mixture before the soda lye is added.

To determine how far the action of the soaps is influenced by the salts during the washing process, I compared the effect of milled fine soaps with and without an addition of A. Externally there was no difference whatever between the products, but in use the favorable effect became plainly evident with an addition of only 5 per cent A, and it increased very much with an addition of 7½ per cent. The soaps in the shortest time furnished an abundant lather that appeared considerably stronger and more compact than that from the soaps containing no A. This became still more pronounced when B was used, because the pressure of the potassium ion in the soap solution naturally influences the lathering effect favorably. Cold process soaps from equal parts of cocoanut oil and tallow also furnished a richer lather with an addition of A, than those without it, but it was ascertained that the addition should never amount to more than 7½ per cent, especially with soaps inclined to hydrolysis. Milled soaps containing 10 per cent A sometimes, but not always, were covered with a slight coating after a few weeks, although they had been packed freshly from the machine in the usual manner.

Another advantage of the use of A for the manufacture of card soaps is that the solid fats used may consist largely of hydrogenated train oils. The lathering action and structure of soaps manufactured from fats of this kind are entirely satisfactory with an addition of A. As A also acts as an excellent emulsifier for the soaps of hydrogenated fats in hydrous solutions, new possibilities are disclosed for the preparation of fat mixtures.

The salts also offer special advantages for the production of smooth, transparent soft soaps, because C (which cannot be used for toilet soaps and only in exceptional cases for laundry soaps) makes the manufacture of ammonium chloride soaps possible in the most simple manner. In this case, however, the quantity of water used has to be carefully calculated so that the sulfo salt solution remains clear. Otherwise the soap will become turbid, resembling in appearance and character the silver soaps. But a water content that assures clear transparency is easily arranged, because C, like the potassium salts and the corresponding carbonates (soda and potash), influences the solidity and stability at higher temperatures. The use of the salt increases the yield to 280 and even 300 per cent, and no filling of any kind (soluble glass, potato flour, etc.) is required. A soap from

357 kg. linseed oil
145 kg. potash lye of 50 Bé
56 kg. sodium tetrahydro napthalene sulfonate
442 kg. water

is absolutely transparent and, in spite of its low fatty acid content, it fulfils all reasonable expectations as far as cleansing and lathering effects are concerned.

The manufacture of scouring soaps and soap powders containing A is very simple, and the lathering effect of these products is improved vastly. This was proved by the following tests:

Twenty-five ccm. of a freshly prepared 1 per cent solution of a pure tallow-soda soap powder and 25 ccm. of a 1 per cent solution of the same powder with additions of various quantities of A were placed in measuring vessels of 50 ccm. capacity each, closed with glass stoppers and shaken for three minutes. The quantity of lather from the powder of pure tallow soap amounted to 1.8 ccm., while soap powder with an addition of 10 per cent A gave 5 ccm. lather; 20 per cent A gave 8 ccm. lather; 30 per cent A gave 4.5 ccm. lather; 50 per cent A gave 2 ccm. lather.

Good results corresponding with this were obtained with the smallest concentration of soap powder in water. The solution, when shaken three minutes, produced a lather that still remained stable after five minutes. The concentration amounted to 0.013 per cent with a pure powder of tallow curd soap, while soap powder with the addition of 20 per cent A furnished a lather that did not disappear after five minutes with a concentration of only 0.009 per cent. A soap powder with a 50 per cent addition of A acted like the pure grained tallow soap. This shows that the maximum lathering effect is produced with an addition of 20 per cent, but the lathering capacity does not disappear if 50 per cent is used. The addition of B increases the lathering action and it becomes still stronger with C.

C, as already stated, deserves the special attention of manufacturers of soap powders, because it makes possible the satisfactory production of detergents which split off noticeable quantities of ammonia in warm water. In connection with soaps, the salt also absorbs considerable quantities of solvents, such as turpentine, dekahydro napthalene, etc. It can be used for the manufacture of ammonium-turpentine soap powder which formerly had never been produced in a satisfactory quality. It has to be stated, though, that the high prices of nitrogen do not always permit the use of the salt on a paying basis.

Summing up, I may state that A fully produces the effects that may be expected in view of my statements. In contrast with the filling and stretching agents, which are mostly useless ballast, the use of A, B and C makes possible the manufacture of high grade finished products and the greatest utilization of the limited available fat materials. Exhaustive experiments with the salts, especially A, cannot be too urgently recommended in view of the present condition of the fat market.

TESTS FOR CASTOR OIL OF VALUE FOR SOAP MANUFACTURERS

Test for distinguishing castor oil from other oils and for determining its purity. H. B. Stocks. *Analyst*, 1923, 48, 590—595. Castor oil soap differs from other soaps in that a solution of the soap in water gives with phenolphthalein only a very slight pink color, which does not become appreciably deeper on dilution. With the soaps of oleic, palmitic and stearic acids and of oils and fats in which one or more of these acids predominate, the amount of acid required to bring about neutrality to phenolphthalein at dilutions of about 1 to 160 is approximately half the total combined alkali present. In the case of castor oil soaps, however, the amount of acid required to produce neutrality at this dilution is very small, and not more than 3—11 per cent of the total alkali. This difference in behavior between castor oil soap and other soaps offers another means of discriminating between castor oil and other oils. Mixtures of definite proportions of castor and arachis oils were prepared, saponified under standard conditions, an aliquot part of the soap obtained was dissolved in water at the correct dilution, phenolphthalein added, and the solution titrated with $N/10$ hydrochloric acid. From the results obtained the composition of the various mixtures was calculated and the maximum divergence of the calculated from the actual composition was 1.7 per cent. A number of oils and fats were examined by this method, and the results are given in a table. Linseed and cottonseed oils give lower results than olive oil for the percentage of the total alkali in the soap, which is titratable with acid before the neutral point to phenolphthalein is reached. Butter fat, cocoanut oil, and palm kernel oil also give figures much lower than most other oils and fats, and there are appreciable differences between them. The lowest figure obtained for a fat other than castor oil was 19.2 for a sample of cocoanut oil. The samples of various grades of castor oil examined gave values varying between 3.6 (medicinal oil) and 7.9 (Madras).

Naval Stores Have a Prosperous Year

The Savannah naval stores year, which has just closed, has been an active and satisfactory one, according to operators. Rosin receipts for 1923-24 were 473,961 barrels, as against 388,272 in the previous year. Shipments of rosin were 489,544, as against 428,371 in the previous season.

SURVEY OF THE CHIEF WEST INDIES SOAP MARKETS

Facts and Figures Affecting Trade Chances of American Exporters; 1924 Totals Are Now Available for Countries Previously Analysed

Of more than passing interest in connection with the present series of articles on the export trade in soaps of all sorts, is the recent statement of the Department of Commerce showing the details of the soap trade of the United States in the calendar year 1923. The figures fully justify the efforts of The American Perfumer & Essential Oil Review to bring the importance of efforts along export lines to the attention of the American manufacturers. They seem to indicate that not all the effort which could have been usefully expended in the extension of export trading in 1923 was made by American soap manufacturers. In both laundry and toilet grades the total quantity of soap exported fell below the levels of 1922.

In the class known by the indefinite and uncertain title "other soap," exports exceeded those of 1922. This class, however, includes so many articles not properly included in statistics of a purely soap industry, that its increase cannot be said to offset the losses made in the other grades. Standing still in soap exports is in reality sliding rapidly backward. Consumption is increasing so greatly from year to year that it is far from sufficient to hold our own. Even a moderate retrogression in tonnages may mean a very great fall in the percentages of total imports to the various consuming countries.

The totals for the three classes, listed by the Department of Commerce for both 1922 and 1923, are as follows:

	1922		1923	
	Pounds	Value	Pounds	Value
Toilet or fancy	7,565,881	$2,869,007	7,369,539	$3,022,480
Laundry	67,079,838	4,694,406	66,498,491	4,701,141
Other soap	14,173,788	1,349,697	18,456,371	1,583,011

In previous articles in this series, the markets of Central and South America have been discussed in considerable detail. In order to keep the record complete and to aid readers who may desire to keep files of these articles for future use in export trading, the following table, showing exports during 1923 to those countries which have already been taken up, is given a place in the present number of the series. The totals for these countries last year were as follows:

Country	Quantities in Pounds		
	Toilet or Fancy	Laundry	Other Soap
British Honduras	16,237	400,037	8,047
Costa Rica	13,597	16,243	74,058
Guatemala	57,208	158,508	7,158
Honduras	55,753	961,285	19,568
Nicaragua	51,425	550,811	5,974
Panama	187,669	2,968,300	311,571
Salvador	21,230	17,970	2,206
Mexico	188,904	22,530,263	1,457,759
Argentina	189,689	135,779	1,355,443
Bolivia	31,538	4,414	11,612
Brazil	23,620	13,482	112,797
Chile	19,657	70,209	313,555
Colombia	102,375	87,321	46,026
Ecuador	27,500	591,018	17,258
British Guiana	7,623	184,085	373
Dutch Guiana	21,572	70,624	6,235
French Guiana	1,486	None	1,200
Paraguay	3,125	38	267
Peru	378,130	45,097	129,405
Uruguay	21,687	None	268,563
Venezuela	62,620	7,944	9,144

Turning now to the markets of the West Indies, a glance at the export totals for last year and for 1922 shows that these islands are among the most important of the present soap markets of the manufacturers in the United States. They have been pretty well cultivated by our larger manufacturers and to some extent the products of some of the smaller manufacturers are fairly well known. The trade is, in general, in the hands of recognized agents of the manufacturers and of wholesale drug and grocery houses in the islands. The factors are familiar with American products and to some extent they seem to be given the preference. Despite the active efforts of the British to send trade into the hands of their own nationals in their own possessions in the West Indies, the totals show that the American manufacturers have been able to overcome the disadvantages of preferential tariffs and other obstacles which have been placed in their path.

British Official Attitude

So intense is the effort being made by British officials on behalf of their own manufacturers that efforts to secure details of the trade and of local conditions from British Consular officers in New York were almost unavailing. Such matters as the details of the duties in various British possessions and other matters of strict record were all that were available upon inquiry. Consular officers refused to discuss any matters which might in any way aid American manufacturers in the export of their products to parts of the islands under British control, and were blunt and barely courteous in their explanation of this attitude. They frankly stated that they were not concerned in promoting any excepting British trade with British possessions and that any information which would assist American manufacturers in opening or developing these markets must be sought elsewhere.

The various islands, which are under British control, are separately and distinctly governed for the most part. The duties which the manufacturer of soap must pay on his products when they enter these British possessions vary considerably with the ports for which they are intended. The customs regulations in nearly every instance are uniform or so nearly so that no difficulty will be experienced by the manufacturer who enters the trade on this account. The consular regulations governing shipments are rather lenient. Ordinarily, no consular documents are required for shipment to these ports.

The production of local soap factories in most of the islands is small and unimportant. It need hardly be considered by the manufacturer who is entering or developing the field. The principal competition is British and Canadian. Through the operation of the British preferential tariff, American and other foreign products are placed at a considerable disadvantage in dealing in the islands. In addition an agreement exists between the Canadian government and those of most of the islands whereby exports from Canada and vice versa are given a much more reasonable rate of duty than are those from foreign countries.

There is a certain amount of French and German soap imported into the islands and some of them also import from Spain in minor quantities. British brands, owing to the governmental attitude toward them, are firmly established, but propinquity and proper advertising and sales methods have worked wonders for some of the larger American manufacturers, and their products are going into the islands in good quantities. That there must be no let down in the effort to work this field, however, is evidenced by the export totals. There was a distinct falling off in American soap exports to the British West Indies in 1923, especially in the toilet grades.

The rates of duty to the various islands are as follows:

The island of Jamaica assesses the following tariffs: On common and laundry soap, 2s. 6d. per 100 pounds; all other soap pays 16⅔ per cent ad valorem. Turks and Caicos Islands have a flat rate of 3s. per 100 pounds on all soaps

and soap substitutes. For shipments to the Leeward Islands the duties on common soaps, designated as "all soaps other than fancy," is ¾d. per pound. All soaps not coming in this class pay £1 6s. 8d. on each £100 of value. Duties on exports to St. Christopher and St. Nevins are 4s. 6d. per 100 pounds for common and laundry, while fancy grades, including medicinal soaps, must pay 25 per cent ad valorem. The Island of Dominica assesses unscented and not fancy soaps at 4s. 2d. per 100 pounds; other soaps must pay £12 10s. on each £100 of value. Montserrat charges ½d. per pound on ordinary soaps and 30 per cent ad valorem on fancy.

The British islands of the Virgin Islands group assess a charge of 4s. 2d. per 100 pounds on common and 10 per cent ad valorem on all other soaps. The Barbados charge soaps of British origin and in all varieties 1s. 6d. per 100 pounds. Foreign soaps pay 1s. 10½d. per 100 pounds. Shipments to the Windward Islands are charged at rates varying with the different islands in the group. The St. Lucia group assesses British soaps at 2s. per 100 pounds for laundry and 4s. for fancy. Soaps from other countries pay 2s. 6d. on common and 5s. on fancy. St. Vincent charges British soaps 4s. 2d. per 100 pounds for common and 6s. 3d. per 100 pounds for toilet and fancy. Other countries pay 10 per cent ad valorem on common and 15 per cent ad valorem on fancy. Grenada and the islands in this group assesses 2s. on British common and 8s. 4d. on foreign common. The duty on British toilet and fancy is 3s. per 100 pounds; on foreign goods of the same type it is 12s. 6d. per 100 pounds.

The rates for shipment to the Bahamas, whether of British or other manufacture, is ½d. per 100 pounds on common. Toilet and fancy soaps pay 20 per cent ad valorem. Trinidad and Tobago charge British common soap 2s. per 100 pounds and British fancy soap 4s. per 100 pounds. Foreign common is assessed at 3s. per 100 pounds and foreign toilet and fancy at 6s. per 100 pounds.

In practically all of the islands, even where preference in the actual rate of duty is not given, various forms of encouraging British trade, such as quick passage through customs, more lenient measure in inspection and other aids are extended to British and Canadian manufacturers by the officials.

Exports from the United States to the various groups of islands included in the British West Indies are as follows for 1923:

	Toilet or fancy Pounds	Laundry Pounds	Other Soap Pounds
Bermuda	11,447	91,737	30,854
Barbados	9,466	36,375	6,048
Jamaica	69,600	614,996	11,226
Trinidad & Tobago	26,630	103,482	14,280
Other Br. West Indies	21,173	485,923	20,400

For purposes of comparison the corresponding figures for 1922 are appended. They are in accordance with the following table:

	Toilet or fancy Pounds	Laundry Pounds	Other Soap Pounds
Bermuda	17,325	114,836	24,785
Barbados	9,813	80,292	1,969
Jamaica	89,716	237,208	16,678
Trinidad & Tobago	27,283	290,428	11,211
Other Br. West Indies	28,221	445,715	25,921

The native population of these British islands is interested in the usual highly scented and bright colored toilet soaps, and it is these which have the greatest chance for competition with British products. The French have been successful in introducing products of this class to some extent, although their total exports to the islands are small. Native home-made laundry soaps, generally soft soaps, have a place in the domestic life of the native population, and they can hardly be supplanted, although they may be supplemented by cheap grades of toilet products.

The higher classes of the population are purchasers of laundry soaps of British and American manufacture and are familiar with the usual grades of toilet soaps sold in this country and in Europe. The sale of these soaps to local dealers depends largely upon price, credit terms and financial arrangements. The matter of quality is of minor importance to the wholesale merchants as well as to retailers in the islands.

Cuba Welcomes American Products

Turning to the Cuban trade, the problems of the American exporters are greatly simplified. They escape the handicap of British official pushing of British products. The Cuban officials are ready and willing to work with the American manufacturers, and the result has been that the United States easily holds the leading place in the Cuban soap trade. British soaps are competitors in a minor degree and principally in the laundry grades. Other foreign soaps which have been received with favor are high class toilet soaps of French manufacture and certain Spanish products which have been associated with the Cuban trade for many years. These are gradually being supplanted by American products which find favor with the population, especially in Havana and other large towns.

Exports from this country to Cuba showed a satisfying gain during 1923, as indeed they have in successive years for some time back. The market is being worked through local advertising, and the distribution of soaps is in the hands of competent local agents who make real efforts to sell American products. One or two companies maintain branch offices in Havana for the sale of their products and this has been found to be a most satisfactory way of handling the trade in instances where the size of the manufacturer and the volume of his business warrants. In other instances wholesale grocers and druggists can be persuaded to accept the business under very satisfactory terms and conditions. Fairly liberal credit terms are necessary and a careful checking of credits would seem advisable, owing to losses taken by some companies through working with irresponsible concerns.

Cuban duties are reasonable on lower grades of soap but a fairly high tariff prevails on toilet and fancy grades. This is levied not only for revenue but also for the protection of local manufacturers of toilet soaps. There are three or four of these, the principal one being Crusellas & Co., of Havana, whose products are of good quality and well received, especially by the native population. The tariff rates are $2.73 per 100 kilos on common or ordinary, unscented, in cakes and bars; $9.10 on ordinary toilet in cakes or tablets, and $15.60 on fancy toilet grades.

The local factories manufacturing low grade laundry soap are numerous but none of them is particularly strong and their products have only a local distribution. The preference among the urban population is for American laundry grades and the sale of these is being rapidly extended to the rural sections as well.

The following table presents the exports of American soaps to Cuba during 1922 and 1923:

	Toilet or Fancy Pounds	Laundry Pounds	Other Soaps Pounds
1922	1,111,443	7,383,102	1,807,855
1923	1,369,820	4,453,329	2,018,440

Consular documents may be arranged in either English or Spanish but copies forwarded to the consignee should be in Spanish because it is necessary that he present them translated into that language. Values as stated in the consular invoices must include transportation from inland point to port of shipment, commissions, cartage, boxing, labeling and marking and other necessary expenses incidental to shipment.

Trade with the republics of Haiti and San Domingo forms an important part of the soap business between the United States and the West Indies. The difficulties of this trade do not lie in the way of extremely keen competition, nor in excessive duties. Rather are they centered in political difficulties with which these two republics are constantly beset. Revolutions, counter revolutions, seizure of the customs, the landing of U. S. Marines, etc., follow each other with bewildering rapidity and hamper both import and export trade with the countries in question.

Haitian Trade Offers Difficulties

Notwithstanding these troubles, however, the soap trade with the two countries on the Island of Haiti has become an important part of the West Indies business. The principal competition is French. This is the language of Haiti, and for many years the bulk of the import trade was in French hands. Leading French brands are well established

and while there is some tendency toward using American products, the French dealers are offering competition as best they can.

The types of soap principally in demand are pure rosin laundry and washing soaps, which must be sold at rather low prices, and cheaper grades of perfumed toilet soaps which find favor with the native population. The preference is for highly scented and attractively colored and packed materials, and it is along these lines that the American manufacturer will gain the easiest entrance to the soap trade of the two countries. In laundry soap, imports from the United States lead all other countries. In the toilet and fancy grades, French soaps are more competitive than other brands.

The duties in both countries are reasonable enough. Haiti levies a duty of $1 per 100 pounds on laundry soap and 32c per dozen cakes upon toilet soaps. The exact amount of the San Dominican duties is not available, but it is said to be practically the same as that of Haiti. No preferential duties in favor of any country exist in the tariff laws. On exports to the Dominican Republic four copies of the consular invoice are required and they must be in Spanish. The customs regulations are more severe on goods consigned to "order" and hence definite consignees are desirable. The Haitian government requires six copies of the consular invoice, which may be in either French or English. The consul requires five copies of all bills of lading and retains four copies of this document. No prohibitions on "order" shipments exist. Net weight and initials of consignees must be marked on each package of every shipment.

Exports which are principally from the United States were as follows in 1922 and 1923, stated in pounds:

Exports of Soap to Haiti

	Laundry	Toilet or Fancy	Other Soaps
1923	6,768,682	157,195	102,221
1922	6,665,839	58,133	124,163

Exports of Soap to Dominican Republic

	Laundry	Toilet or Fancy	Other Soaps
1923	5,986,361	125,596	68,622
1922	3,492,142	70,060	87,817

These figures tell their own story of the development of the market during the last two years. They are extremely gratifying, especially when compared with the exports to some other countries during the same period.

Unfortunately no figures on shipments to Porto Rico exist. This territory is naturally treated as part of the United States, and customs and commerce statistics are not taken for shipments. However, American brands of soap have by far the largest sale in the country and both laundry and fine soaps are shipped from New York in large quantities. Conditions in the island in regard to soap consumption parallel closely those in Cuba. Shipments may be treated by prospective sellers just as domestic shipments within the United States are handled.

The remainder of the trade with the West Indies is of lesser importance. Small quantities are being shipped regularly to the Dutch and French West Indies and to the Virgin Islands of the United States. The markets of these islands with the possible exception of the French West Indies are already virtually in American hands. The French West Indies trade is more largely French, especially in shipments of toilet and fancy soaps. The bulk of the laundry soap trade is with the United States. Statistics of the trade with these islands are as follows:

American Exports During 1923 in Pounds

	Toilet or Fancy	Laundry	Other Soaps
Dutch West Indies	9,994	12,206	2,132
French West Indies	6	5,100	100
Virgin Islands of U. S.	9,997	276,840	11,830

American Exports in 1922 in Pounds

	Toilet or Fancy	Laundry	Other Soaps
Dutch West Indies	10,664	26,934	1,704
French West Indies	559	99,760	534
Virgin Islands of U. S.	12,531	326,329	17,338

On the whole, the trade with the West Indies is one of the most important parts of our export soap trade at present. However, the West Indian consumption is not very heavy and the market has been developed almost up to its limits by exporters here. While there is cause for congratulation in the showing which American producers have made in this trade, it should not make them complacent or self-satisfied. Rather should it be a stimulus to the cultivation of other and more difficult markets by showing what can be done under favorable conditions and with the expenditure of efforts to increase the trade. There is no reason why Americans should be limited to the West Indies as a market. Equal expansion with far greater results is possible in other and somewhat more remote fields.

FEATURES OF SOAP MATERIAL MARKET

(*Continued from Next Page*)

market over the remainder of the year, and while demand may be disappointing to the producers, they are in a position to handle the market in such a way that real weakness will be avoided. Changes in basic prices before the next contract season in the fall are extremely unlikely.

Unsettlement is the rule in foreign chemicals, and caustic potash and carbonate from Germany are more or less uneasy in the spot market. Trading here has been along about the usual lines, although possibly American manufacturers have been doing a bit better than they were a short time ago. Shipment quotations on all German goods are difficult to obtain. Apparently manufacturers there find it impossible to reckon in the reorganized currency of the country and hence values on shipment goods show a wide range. This has in part discouraged import operations and the result has been a better and firmer tone in domestic prices.

On the whole, the chemical market is not likely to be overactive during the next two or three months but there will probably be enough business to prevent anything unusual in the way of price fluctuations.

Other Soap Materials

Inquiry for rosin has been a little better, especially for the lower grades. The higher grades of the material have continued weak and unsettled during the interval since our last review. Prices on grades from B to I are practically unchanged from the levels prevailing at that time. Most of the improvement in business has come in the domestic trade. The export has been light and both London and Hamburg have shown little tendency to take on supplies. Doubtless they are getting stocks from France and to some extent from Russia as well, for their inquiries in this market have been lighter than is usual. The movement of other soap materials has been more or less routine in character. Inquiry has been hardly active enough to firm prices but there has been enough doing to prevent declines. Glycerine is firmer owing to strength in crude. Aside from this change, prices on the list are virtually what they were a month ago.

The Glycerine Situation in France

There are no official statistics concerning the production of glycerine in France. It comes on the market exclusively as a by-product of the soap industry, and at the present time represents almost all of the profit of that business. A leading soap manufacturer estimates the annual output as 10,000 metric tons, but the 1923 quantity was below this amount. However, it is estimated that the annual consumption of glycerine in France during the years 1921, 1922 and 1923 averaged 7,100 metric tons.

$3,200,000 Paid for Mexican Soap Plant

A Mexico City cable to the New York *Times* announces that the Industrial Soap Company of Torreon has been sold for 6,500,000 pesos (about $3,200,000 American). In spite of the disturbed conditions of the country, the soap company has a balance of 7,000,000 pesos on hand. Five million pesos will be distributed among the shareholders at the rate of 300 pesos a share. The company is one of the most successful in Mexico, and has paid since 1917 dividends from 25 per cent to 100 per cent. The company was started by John Brittingham and Luis Terrazas.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal.)

With latest sales of the New York Extra Grade at 7½c delivered to buyers the market is practically unchanged and the tone in general is steady. The medium and poorer grades of tallow have had to meet recently the severe competition of Palm Oil of which considerable quantities have been taken by various buyers and this is considered a serious deterrent to any decided advance in tallow values for the near future. There is general complaint among the soapers that business is slow, all of which has helped to make a buyer's market.

Greases of good quality have been relatively much steadier in tone with 6¾-6⅞c loose for good quality house grease and poorer grades at only slight discount.

April 11, 1924. TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal.)

Since our review of March 13, there has been an advance to 17c per lb. for Chemically Pure Glycerine, in the East and the price in the West has been advanced to 17½c. A better demand for Dynamite and higher prices for Crude have been responsible for an improvement in all grades. The mild Winter has probably resulted in a smaller consumption of Chemically Pure and the medicinal season is now over. Nevertheless the demand seems to be fairly good. We look for a reasonable call for the article and unless there is a considerable break in the foreign Crude market, we believe that prices should be maintained, during the Summer, at least. Stocks of Crude in this country are small. Consequently we must look to Europe, where they have ample supplies, but it should be noted that prices there are quite a little higher than ours at the present time.

April 11, 1924. W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal.)

During the past week, we have noticed a much better undertone in the Vegetable Oil market. Several large consumers have lately been showing interest in purchasing oils for forward deliveries and importers do not seem to be quite as anxious to move lots for forward deliveries at present levels.

Cocoanut Oil during the past few days has been moving in a fair way for nearby deliveries and we have had numerous inquiries for May and June. Copra in the Far East is a little higher now than early this month and for this reason, mills are offering sparingly. Crude Cottonseed Oil in the Southeast is very firm, commanding about 9c per lb. The strength of this oil has created a demand for Corn Oil resulting in higher prices. Soya Bean Oil is scarce for nearby deliveries.

Stocks of Palm Oils here are abundant for the small demand for nearby excepting Lagos grade. Although there has been very little demand for nearby Palm Oil, several thousand tons of both Niger and Lagos grades have changed hands during the past two weeks for April, May, June shipment from Africa. Some of the large soapers were able to buy round lots of Lagos and soft Oils in England at fairly low prices, compared to the present market for Tallow.

The demand for Olive Oil Foots has been very good and the market in Italy for April, June shipments is quoted at 10c New York.

April 11, 1924. A. H. HORNER.

INDUSTRIAL CHEMICALS

Little of importance has come to light in industrial chemicals since the time of our last review. The slight weakness in alkalis noted at that time has been overcome by better export purchasing, and there is less price shading in evidence than there has been. The domestic trade has been relatively slow but during the last week or so there has been a better withdrawal against existing contracts and this has firmed up both caustic soda and soda ash. Prospects are for a firm

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special, 7⅛c. Edible, New York, 8½. Yellow grease, New York, 6½. White grease, New York, 7¼.

Rosin, New York, April 15, 1924:

Common to good	5.80	I	5.80
D	5.80	K	5.85
E	5.80	M	5.95
F	5.80	N	6.25
G	5.80	W. G.	7.10
H	5.80	W. W.	7.50

Starch, Pearl, per 100 lbs	$3.27	@	
Starch, Powdered, per 100 lbs	3.19	@	
Stearic acid, single pressed, per lb	.11	@	
Stearic acid, double pressed, per lb	.11¼	@	
Stearic acid, triple pressed, per lb	.13	@	
Glycerine, C. P., per lb	.17	@	.18
Glycerine, dynamite, per lb			.16½
Soap lye, crude, 80 per cent, loose, per lb			.11½
Saponification, per lb			.13

Oils

Cocoanut, edible, per lb	.10⅜	@	.11
Cocoanut, Ceylon, Dom., per lb	.09½	@	.10
Palm, Lagos, per lb	.07½	@	.08
Palm, Niger, per lb	.06¾	@	.07
Palm, Kernel, per lb	.09	@	.09½
Cotton, crude, per lb., f. o. b. mill	.08½	@	
Cotton, refined, per lb., New York	.11	@	
Soya Bean, per lb	.11¾	@	.12
Corn, crude, per lb	.11	@	
Castor, No. 1, per lb	.15½	@	
Castor, No. 3, per lb	.15	@	
Peanut, crude, per lb	.12		nominal
Peanut, refined, per lb	.14½	@	.15
Olive, denatured, per gal	1.25	@	
Olive Foots, prime green, per lb	.09¾		nominal

Chemicals

Soda Caustic, 76 per cent, per 100 lbs	3.20	@	3.20
Soda Ash, 58 per cent, per 100 lbs	1.38	@	1.45
Potash, caustic, 88@92 per cent, per lb., N. Y.	.06¾	@	.07¼
Potash Carbonate, 80@85 per cent, per lb., N. Y.	.05¾	@	.06¼
Salt, common, fine, per ton	15.00	@	24.00
Sulphuric acid, 60 degrees, per ton	9.50	@	11.00
Sulphuric acid, 66 degrees, per ton	14.00	@	16.00
Borax, crystals, per lb	.05½	@	.06
Borax, granular, per lb	.05½	@	.06
Zinc Oxide, American, lead free, per lb	.07⅞	@	.08¼

MATHIESON Chemicals

Coumarin, C. P.

Large and small crystals of rich, fragrant odor

"Look for the Blue Label"

other products of

Commonwealth Chemical Corporation

Benzoate of Soda, U. S. P.
Benzoic Acid, U. S. P. Sublimed.
Benzaldehyde, Technical.

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Deal Direct with the Manufacturer

Bicarbonate of Soda
Liquid Chlorine-Caustic Soda
Sesquicarbonate of Soda
Bleaching Powder-Soda Ash

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Rhodinol	Geranyl Acetate	Linalool	Syringa
Rhodinol Acetate	Gardenia	Linalyl Acetate (70% to 90%)	Wistaria
Lilac Sweet	Heliotrope Fleur		

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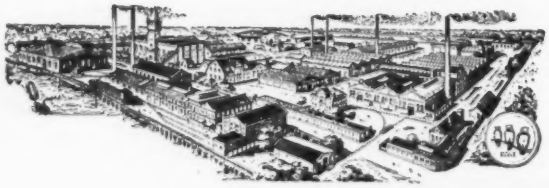
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(Alpha Beta-Methyl)

MARIO DE PASQUALE
MESSINA, ITALY



SPECIALTIES

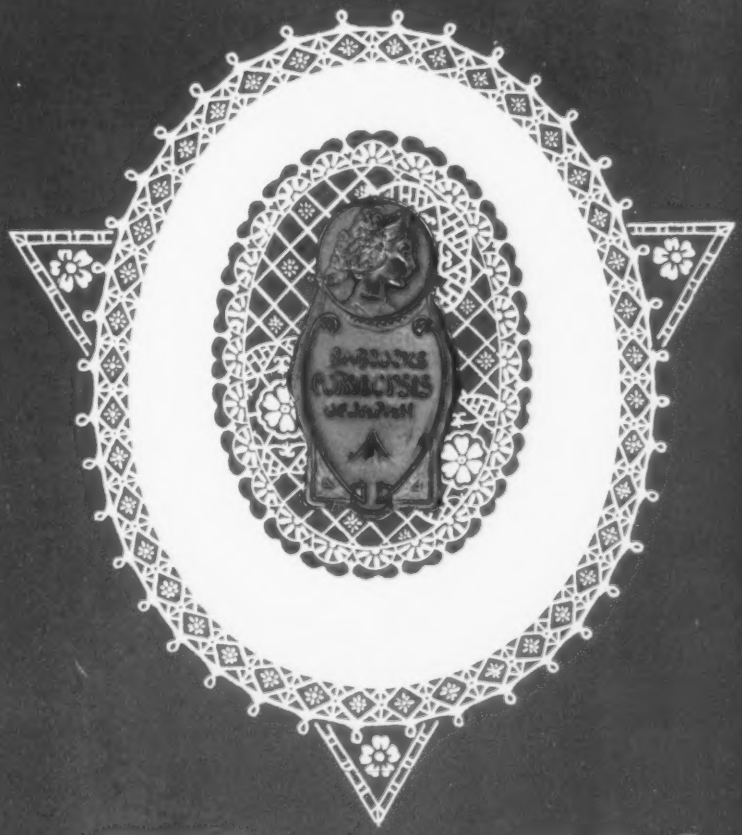
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Orange TERPENELESS

As well as all other Handpressed Oils

D. M. BAKARDJIEF, KARLOVO, BULGARIA
OTTO OF ROSE

As it comes out of the still

Our Chemists Are at Your Service for Any Information That You May Desire at Any Time Free of Charge.



STANLEY

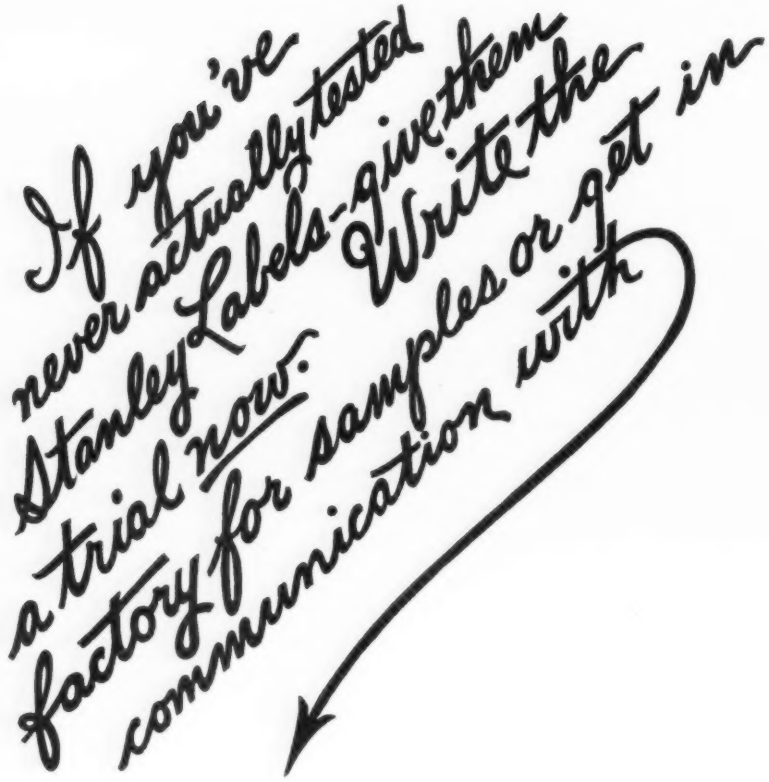
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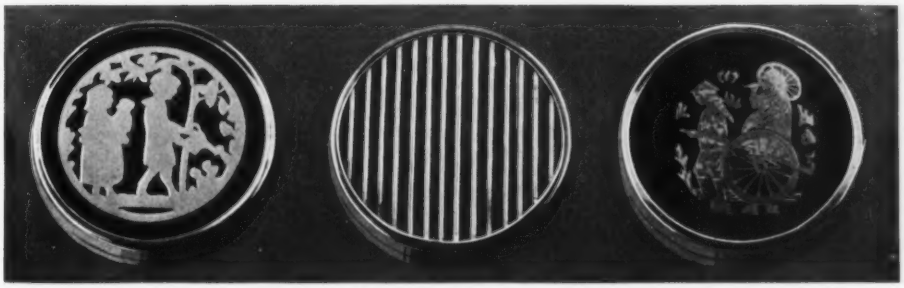
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See other side for samples of Stanley Labels

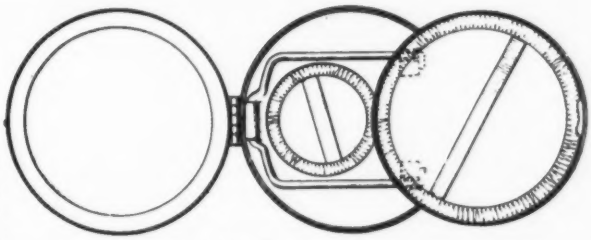
New Ideas
in the Design and Construction of Vanities



426—Silhouette effect in hand-cut celluloid, cemented on solid blanks of contrasting colors.

429—Celluloid in all colors, gold inlaid stripes.

430—Inlaid gold design of various characters in all colors of celluloid.



Our Double Compact

Note the mechanical simplicity of our double compact illustrated at the right. There is absolutely nothing "tricky" about it to get out of order; besides which it has that substantial quality so necessary to withstand continual usage.

Each number of our vanity boxes may be had in either singles or doubles.

COMPACTS have not lost favor with the public. On the contrary, the demand is growing larger every day.

What the public does demand is a variation of style and design. It becomes "fed up" on too much sameness.

The above illustrations will give an idea of the originality and beauty of our designs.

WE are ideally equipped to manufacture all innovations in this line. We have two plants, one celluloid, the other metal, and have conceived the idea of creating attractive combinations of celluloid and metal. Furthermore we are in position to make up individual designs for the exclusive use of manufacturers or make up your own design.

Write for Samples and Full Information

Superior Novelty Manufacturing Co.
Elizabeth, N. J.

Chicago, Ill. Sales Office, 3 W. 29th Street, New York City. Toronto, Canada

Right to Rebottle Upheld

(From the New York Times)

SUPREME COURT RULES ON TRADE MARK ISSUE

WASHINGTON, April 7.—Importers and merchants may break original packages of imported toilet articles, the Supreme Court held today, upon which there is an American trade mark, and sell the same in smaller packages and state the source from which it came, and say that the trademarked goods is a part of the article sold.

The decision was rendered in a case brought from New York City by the Prestonettes, Inc., against Francois Joseph de Spoturno Coty. The Circuit Court of Appeals held that under the trademark laws, the Prestonettes could not so break original packages. The Court of Appeals was reversed.

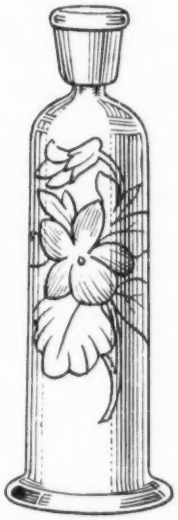
The United States Supreme Court on April 7, finally decided that perfumers may rebottle and sell the genuine perfumes of any manufacturer, foreign or domestic, providing that the label states clearly: (1) The name of the concern; (2) that it is not connected with the manufacturer; (3) that the contents are the manufacturer's; and (4) that the contents are independently bottled (giving the city where this is done). The decision reinstates the order of the U. S. District Court for the Southern District of New York.

Order Your Vials Now

Large Stocks—Wide Assortment of Many Attractive Designs

SCIENTIFIC SPECIALTIES CO., INC.
30 IRVING PLACE
NEW YORK, N. Y.

No. 1100



Constricted Neck, Non-Refillable and Non-Leakable. PINK GLASS with hand painted flower decorations, or **BLACK, YELLOW, LAVENDER GLASS** with **GOLD DECORATIONS**, with Stoppers "A" or "B."



A



B



No. 1050
Black Glass

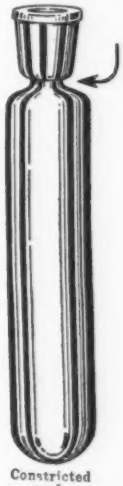


C



D

No. 1028



Constricted neck, non-refillable and non-leakable, colored striped, with stoppers as illustrated. (2½-3 c.c.)

Above type is patented abroad AND IN THE UNITED STATES

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We can supply you with CONTAINERS made according to your *own specifications.*

No. 700



White glass, ground stopper and rod. (2½-3 c.c.) Hand made.

No. 500



Colored striped, ground stopper, rod and metal (brass or nickel) slip cap. (2½-3 c.c.)

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DO YOU KNOW

THAT THE SUPREME COURT OF THE UNITED STATES HAS DECLARED

1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?

2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?

3. That a user of your unregistered trademark in another portion of the United States can prevent you from using it there, although you may have adopted it years before he did?

From the above you will see that you may be unable to extend your business under your unregistered trademarks.

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Taking all these factors into consideration, we are in a position to quote you prices which are astonishing.

Each and every department is managed by men who have spent many years specializing in this field of manufacture. .

[We will supply compacts, boxes, puffs, or the complete package.]



No. 520
2½ Inch—High Polish



No. 520
2½ Inch—High Polish

Samples sent by request

The Reich-Ash Corp.

Largest Manufacturers of Cosmetics and Novelties

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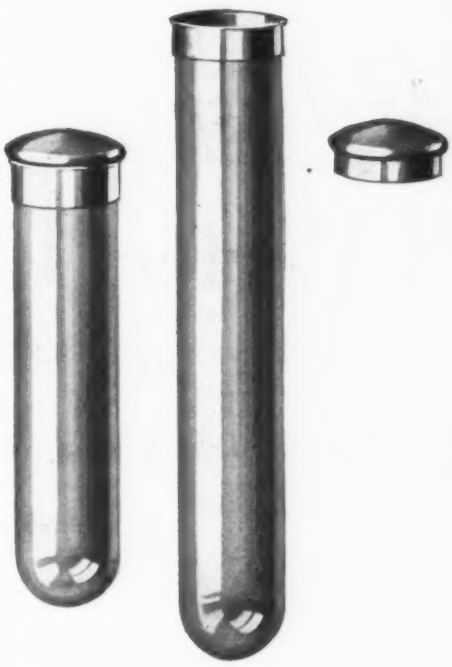
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A Perfect Liquid Soap

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No fillers used

No Alcohol **No Sugar**

We manufacture toilet preparations of every variety and will furnish them under your brand or in bulk.

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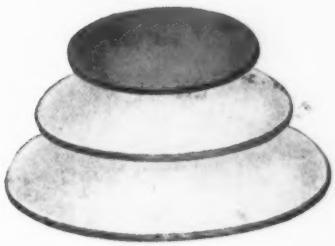
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TO serve the trade to better advantage we have moved to new quarters with 10,000 square feet of daylight manufacturing space where we are manufacturing under one roof our complete line of compacts, lipsticks, eyebrow pencils, compact puffs and also decorating our vanity cases.

The added facilities afforded in our new location will enable us to fully uphold the Cosin reputation for highest quality products and dependable service, in addition to which our improved facilities enable us to give more prompt deliveries.

Write for Samples and Prices.









THE COSIN CO.

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NEW YORK

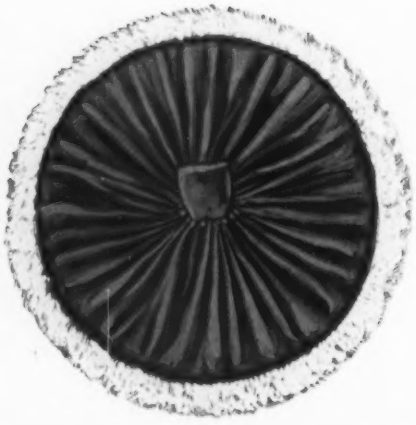
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The Puff that adds Beauty to the Package







THE increasing preference of women for Cosin purl edged vanity puffs is easily accounted for. Their dainty beauty seems to express the very spirit of femininity, and their powder carrying and lasting qualities make them doubly prized.

Obtainable in all sizes with high grade satin backs to harmonize with your package.

We specialize in puffs for talcum or face powder boxes. Made from the highest quality materials. Sizes 1¾ to 7 inches to suit all requirements.

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THYMOL B.P.

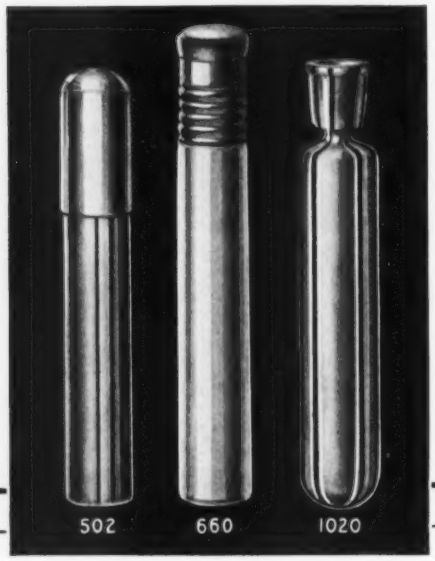
The U. S. Supreme Court Decides

Perfumes may be Rebottled and Sold:

—Provided a similar statement to the following appears on the label:

"————, (giving name), not connected with ————states that the contents are————(giving name of article) independently bottled in ————" (giving place).

Every word of the foregoing statement must be in letters of the same size, color and type and general distinctiveness. Advertising, circulars, oral statements, etc., used to sell such products must conform to these requirements.



SALES of perfumes in vials will be greatly stimulated by this decision of the United States Supreme Court handed down April 7, 1924. This decision re-instated the order of Judge Augustus N. Hand, in the U. S. District Court for the Southern District of New York, issued June 26, 1922, in the case of Coty vs. Prestonettes, Inc.

This finally settles the right to rebottle the perfumes of any manufacturer, foreign or domestic, under conditions laid down by the U. S. District Court.

We have a large assortment of plain and colored perfume vials of the latest design especially adapted for rebottling perfumes in smaller packages. Large stocks are on hand and we are ready to make prompt deliveries.

Prices most attractive. **Write for samples.**

Scientific Utilities Co., Inc.

18 East Sixteenth Street

New York, N. Y.

Filling Apparatus Capping Material

Hand-Painted Vanities





To feature Belle Hovey Hand-Painted Compact Boxes is to impress upon the better class patronage of this country the undeniable fact that yours is a package with a quality keynote—a package where service and beauty go hand in hand. Over 60 Different Models.

Private Brand Toilet Preparations

Creams, Powders, Perfumes, Lotions, Shampoos, Shaving Cream, Lipsticks, Eyebrow Pencils, Compacts (Powder and Rouge)

QUALITY SERVICE PRICE

With these three fundamental principles of success we desire to serve your requirements in the complete cosmetic line.

All Items Under Your Own Name if Desired

Rouge	Compacts	Creams	Hair Preparations
All Shades	All Shades	Cold Cream	Bay Rum, Lilac, Eau de Quinine
All Sizes	All Sizes	Vanishing Cream	
	Matching all odors	Peroxide Cream	Olive Oil Shampoo, Bandoline, Etc.
		Skin Foods	
		Astringents, etc.	Manicure Requirements, Face Lotions

Write for full information

SALIKOF AND BELLE HOVEY LABORATORIES

126 No. 3rd St., Philadelphia, Pa. (Phone Market 3037)

New York, 1340 Broadway (Phone Fitzroy 3333)

If You Need Collapsible Tubes
—plain or decorated

We Can Give You
Unusual Service



PURE TIN
TIN COATED
LEAD ALLOY

WRITE FOR FULL
INFORMATION

No Order too Large
None too Small

HORAK MANUFACTURING CO.

2522-24 S. Western Avenue, Chicago, Ill.

LES USINES

"ALLONDON"

GENEVA
SWITZERLAND



Premier Manufacturers of

Synthetic Aromatic Chemicals

for

Perfumes, Soaps and Toilet Preparations

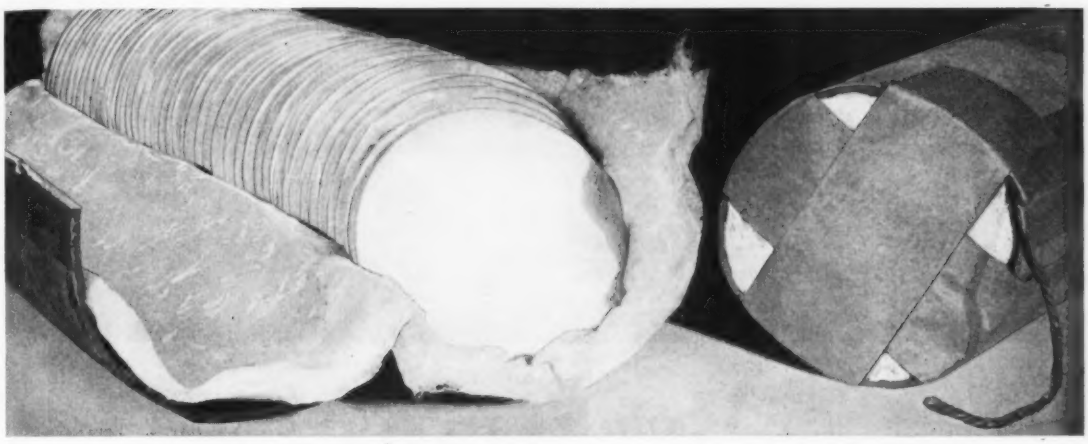
Made under the personal supervision and after processes of PROF. A. KAUFMANN, formerly Professor of Organic Chemistry, University of Geneva.

ALLONDON products will perfect the most up to date ROSE perfumes. For this purpose, we call your attention to PHENYL ETHYLIC ALCOHOL, GERANIOL, CITRONELLOL, components of absolute purity, and to our latest specialty, ROSEOL, an exquisite and unrivalled creation, constituent of a natural essence.



KOLMAR "SECOND-TO-NONE" COMPACTS

SUPREME IN QUALITY
FREE FROM BREAKAGE
VELVETY TEXTURE
ADHERING



THE KOLMAR Compactainer

(PAT. PENDING)

In Which QUALITY Compacts and Rouge are Shipt in Bulk—Safely—at a Saving

DO YOUR OWN ASSEMBLING—IT WILL PAY YOU

SAVING! On each gross of complete vanities the saving will surprise you. Make the profit now made by someone else.

FIRST HAND INSPECTION. Assemble your vanities as and when you want them. Maintenance of shades guaranteed.

THE KOLMAR COMPACTAINER is practical, efficient and safe. Easy to assemble from. Holds from three to six dozen rouge or compacts, packed in sheet wading, insuring safe arrival.

PERFECT PACKAGES! No complaints or shortage claims. You know they will be perfect when they leave your shipping room.

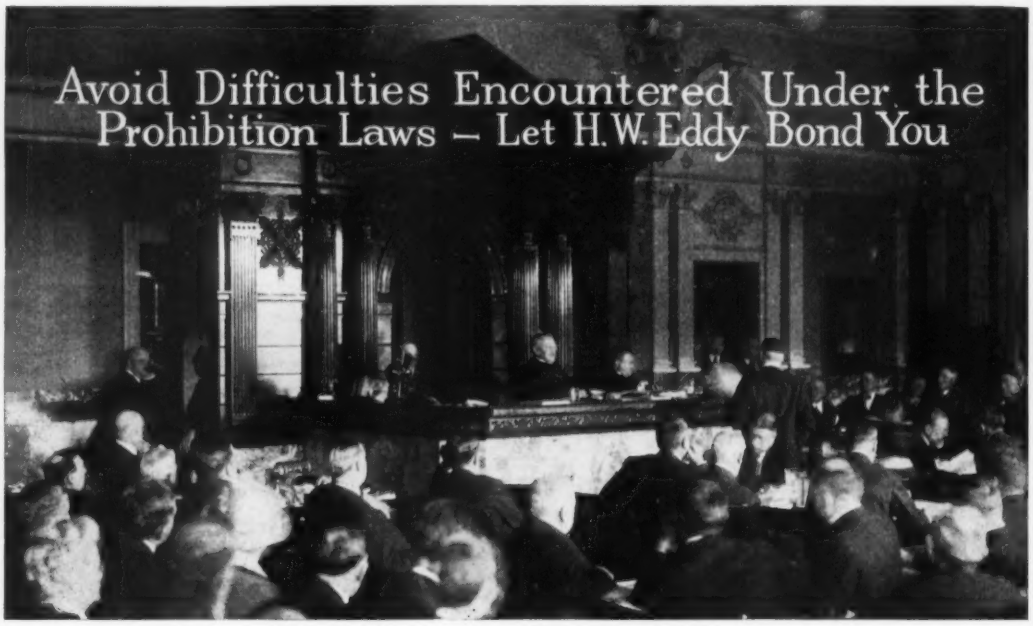
PROMPT SERVICE! We are centrally located. No shipping delays. Saving on carrying charges. Less danger of breakage.

We Furnish Complete Vanities of Every Description Write for Samples and Prices. Compactainers Sent on Request

KOLMAR Laboratories

Foremost Rouge and Compact Manufacturers of the West

647-49-51 Jackson St. MILWAUKEE, U. S. A.



My Service

THE many details to be complied with and the difficulties encountered under the Prohibition Laws are responsible for the existence of my office.

My service department is a clearing house for all difficulties experienced by permittees.

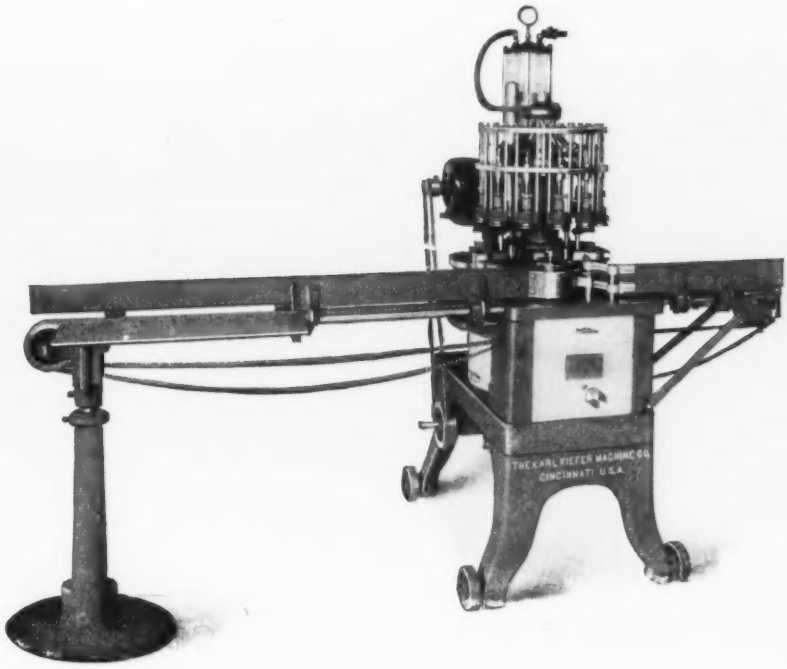
No charge is made for the extensive service I render my patrons, the expense of which is defrayed from the commissions received from the sale of bonds and the price at which bonds are sold is the same as others charge.

Troublesome Details Are Eliminated For You.
Nothing For You to Do But Sign Your Name.

H. W. Eddy

Specialist in Non-Beverage Distilled Spirits Bonds

506 OLIVE STREET ST. LOUIS, MO.



The Kiefer Automatic Rotary Vacuum Filling Machine

The machine that combines speed, accuracy and absolute cleanliness of fill with dependability.

Its many users all report absolute satisfaction.

"These machines have not given us a moment's trouble since installation."	*A proprietary remedy manufacturer.*
"We are perfectly satisfied with your machine and will be glad to tell prospective customers."	*A bottler of medicinal oil.*
"Both machines are working just as well as the first day they were installed—that is, 'first-class' —giving us entire satisfaction."	*A manufacturing chemist bottling emulsion.*
"The machines have given us the best of results and entire satisfaction."	*A bottler of milk of magnesia.*
"Machine installed about a year ago has been in almost constant use and has given us the utmost satisfaction."	*A manufacturer of a disinfectant.*

This machine is made in three sizes with 12, 18 and 24 filling tubes so that even the most difficult products to handle can be filled at high speed.

We make vacuum filling machines of all types and sizes. Write for catalog.

The Karl Kiefer Machine Co., Cincinnati, Ohio



Does every part of your compact satisfy the consumer?

WHEN a woman walks up to the toilet goods counter and picks up a compact . . . . **your compact** . . . . what impression does it make?

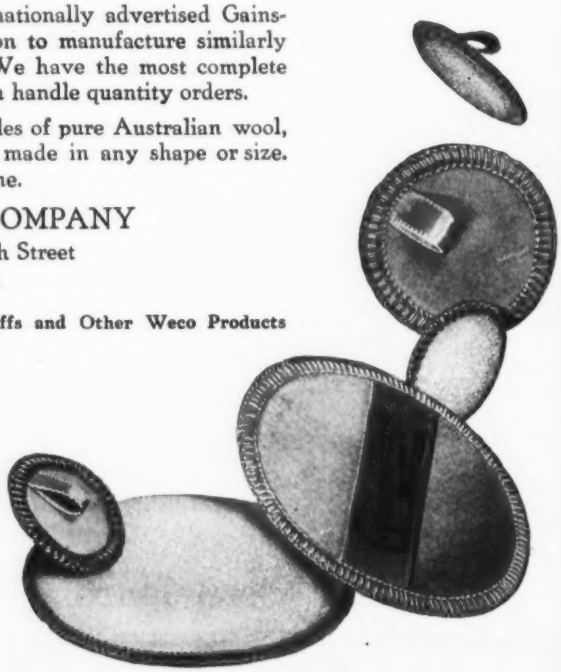
Does every part of it say "buy" or is the customer warned by some neglected feature to examine it more closely? Or perhaps compare it with another?

Being the manufacturer of the famous nationally advertised Gainsborough Powder Puff we are in a position to manufacture similarly high grade compact puffs for you. We have the most complete Powder Puff factory in America and can handle quantity orders.

Upon request we will furnish you samples of pure Australian wool, finest deep pile velour or Eiderdown, made in any shape or size. Ask us for samples of our thin model line.

THE WESTERN COMPANY
402 West Randolph Street
Chicago, Ill.
©
Manufacturers of Gainsborough Powder Puffs and Other Weco Products





All Around Service

NOT only do Capes-Viscose make your bottle, label and contents more attractive, but they form an absolutely hermetic seal, protecting the contents from spoilage within or from contamination from outside.

Inexpensive to apply because they are self-fixing. Prevent refilling or substituting contents.

Let us show you how Capes-Viscose look on your bottles without expense to you.



CAPES-VISCOSE, INC.

Sales Office:
132 Madison Avenue, New York
Phone: Lexington 2743

American Works: Delawanna, N. J.

Cap Before
Drying
Just Put On





Cap After Drying
Fits "Like a Glove"
Makes a
Hermetic Seal

What Capes-Viscose are and How They are Used

CAPES-VISCOSE are hoods of cellulose which are slipped wet over the top of corked bottle. They dry quickly and shrink smoothly, forming an absolutely sanitary, non-absorbent and durable seal over the stopper, lip and neck of the bottle, making it impossible for the contents to leak or evaporate.

An inexperienced operator can cap 400 bottles an hour with Capes-Viscose. On some sizes and shapes as many as 600 per hour are capped regularly.

Some of the Prominent Users of Capes-Viscose

E. F. Ingram, Milkweed Cream
Nonspi Company
Northam Warren Corporation,
Cutex Manicure Specialties
Solon Palmer
Ed. Pinaud
Parfumerie Rigaud
Mme. Helena Rubenstein

S. S. White Dental Mfg. Co.
Yardley & Company, Ltd.
American Druggists Syndicate
Chattanooga Medicine Co.
E. R. Squibb & Sons
Strong, Cobb & Company
United Drug Company
Alys
American Barber Supply Co.

Armour & Company
Elizabeth Arden
Harriet Hubbard Ayer
The Bonney Company
Cheramy, Incorporated
Suzana Cocroft Laboratories
Dorothy Gray
Green Barber Supply Co.

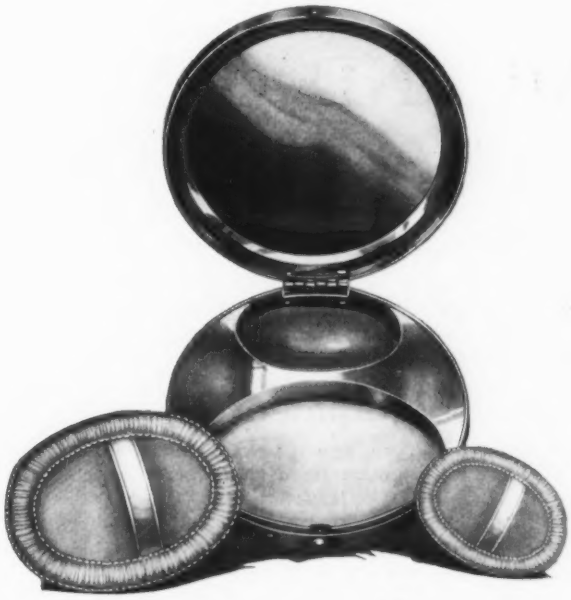
CAPES-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.



Can these features increase your sales?

—a sample will convince you of the superior qualities of lip-sticks and compacts produced by Arbor Laboratories.

The salient features of our compacts are:

—absolute freedom from "pimples"
—unexcelled smoothness of texture
—perfect stability of color
—more lasting and fragrant odor
—unusual adhesive and covering qualities.

Arbor compacts meet the exacting requirements of manufacturers of quality products.

Our lip-sticks are made by the French process and have remarkable spreading qualities. The indelible sticks possess a lasting and water-proof quality that has given them a leadership for repeat orders. The orange stick which blends with the complexion is one of our specialties.

Compacts and lip-sticks in all sizes, shapes and colors—in bulk or finished packages.

Samples gladly sent on request.

ARBOR LABORATORIES, INC.

93 GREENE STREET NEW YORK

SOAP AND GLYCERINE MACHINERY

Soap Machinery:

We manufacture a complete line of machinery for producing laundry soaps, toilet soaps, soap flakes, powders, creams, and soft soaps, as well as special and medicated soaps, from the raw materials to finished product.

Glycerine Equipment:

We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

Engineering Services:

Our many years experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

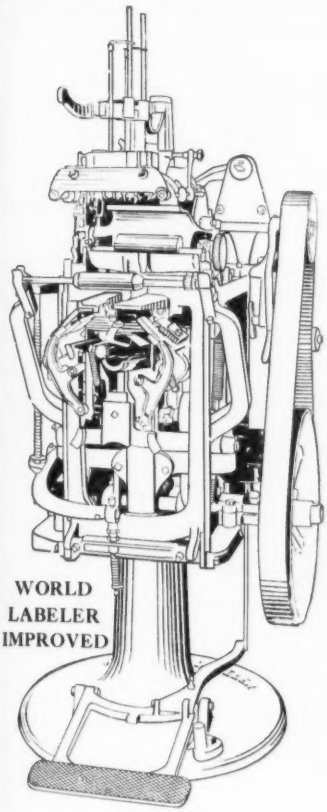
Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

HOUCHIN-AIKEN CO. INC.

ENGINEERS & MACHINISTS

26 COURT ST. BROOKLYN, N.Y.



The labeling machine for busy manufacturers

The World Labeler Improved is universally accepted as the standard labeling machine by manufacturers who demand fast and economical labeling.

It is built to label bottles, jars, boxes and cartons neatly and uniformly; to increase production and lower labor costs.

Two Important Features of the World Labeler Improved

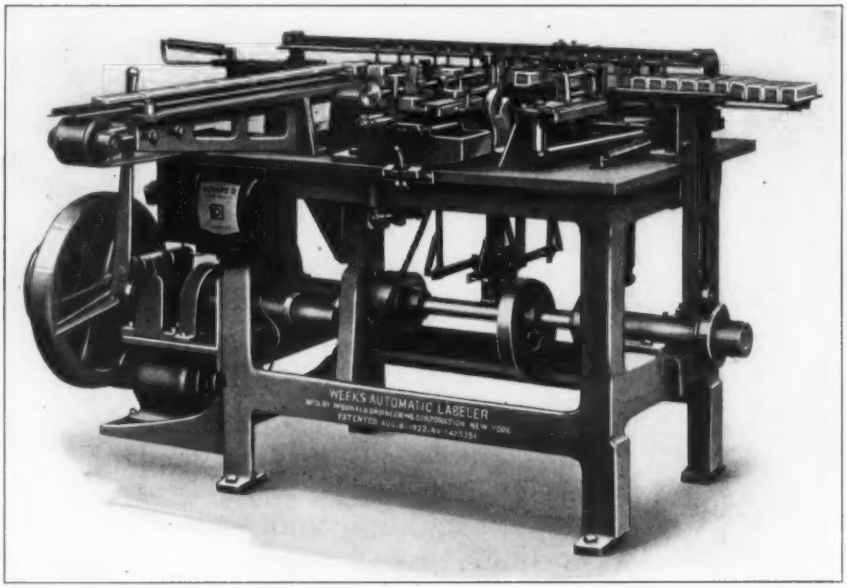
1. Attaches body or *body and neck* labels in one operation.
2. Has average of 45 bottles per minute.

For profitable and satisfactory labeling get the World Labeler Improved. Send for full particulars stating capacity and requirements with samples of your labeled products.

Economic Machinery Co., 18 Grafton St., Worcester, Mass.

WORLD LABELER

Weeks Works Wonders



Weeks Automatic Single and Double Labeler

Applies 144 seals per minute on the famous Forhan Tooth Paste Carton.

JUDGE ITS MERITS By the Character of its users:

THE FORHAN CO.
DAGGETT AND RAMSDELL
A. S. HINDS CO.
HARRIET HUBBARD AYER CO.
PONDS EXTRACT CO.
THE FROSTILLA CO.

ASK THEM: How many hand fed labelers the Weeks replaces.

ASK US: About its many advantages over other makes.

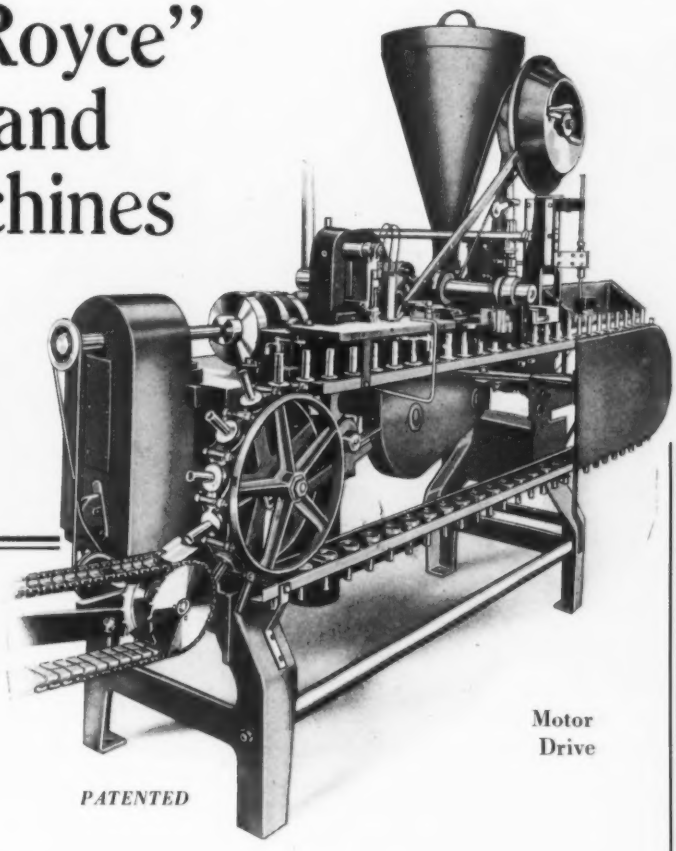
BUY: On 30 days' trial and return if it fails to prove satisfactory.

McDONALD ENGINEERING CORPORATION

416 West 33rd Street, New York, N. Y.

The "Rolls Royce" of Filling and Closing Machines

Meets Present Day Demand For Production—Efficiency—Perfection of Operation.



One Operator

Motor Drive

PATENTED

Entirely Automatically Controlled

Fool Proof

No Wiping Required

AUTOMATICALLY FILLS, PRECLOSES, DOUBLE OR SINGLE FOLDS, CLIPS, DATES AND EJECTS 40 TO 50 TUBES PER MINUTE.

(1) FILLING—Uniform—Perfectly Clean—No Drip—Wide Range of Consistency—Does Not Operate, When Operator Skips Tube.

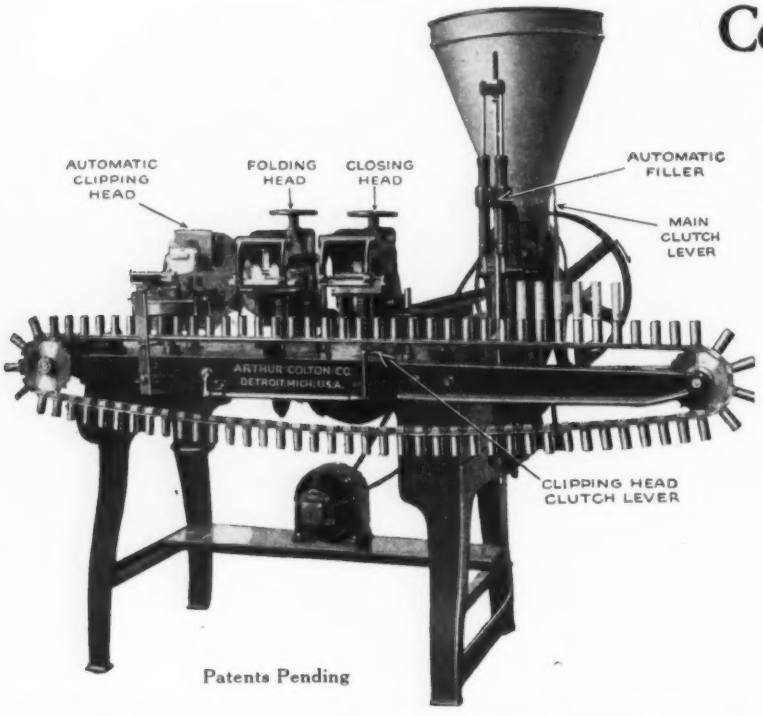
(2) PERFECT SHAPE—Without Wrinkles or Kinks. Dents Smoothed Out. Each Tube Uniform.

(3) DISCHARGES ONTO CONVEYOR ATTACHED TO MACHINE—Eliminating Another Operation As They Are Fed Direct Into Cartoning Machine.

THE

Weimann Bros. Manufacturing Co.

DERBY, CONN.



Patents Pending

Colton No. 6c

Filling, Cleaning and Wiping, Folding, Clipping and Dating Machine

Capacity 45 to 50 tubes per minute.

This machine is recommended on large runs.

Send for Circular Fully Describing

Arthur Colton Company

2604 East Jefferson Ave.
Detroit, Mich.
U. S. A.

ANALYTICAL AND MANUFACTURING DEPARTMENT

STEWART & HOLMES DRUG CO.

WHOLESALE DRUGGISTS

CABLE ADDRESS "DRUSCO"

SEATTLE, WASH.

November 28, 1923.

National Packaging Machinery Co.,
Boston, Mass.

Gentlemen:--

In reply to your letter of November 23, regarding the use of Model MG Improved Bond Machine in weighing and filling our drys. We wish to advise you that it has exceeded our expectation in accuracy and efficiency in the weighing and filling of dry chemicals or drugs, such as Boric Acid Powder, Boric Acid Crystals, Alum Powder, Compound Licorice Powder, Composition Powder, Cream Tartar, Epsom Salts, Flaxseed Meal, Flaxseed Whole, Henna Powder, Orris Root Powdered, Rochelle Salts, Sabadilla Seed, Saltpetre, Soda Bicarbonate, Sodium Fluorice and Sulphur.

We do not hesitate to express our entire satisfaction with the machine, and recommend it to any one needing a machine for similar purposes.

Yours very truly,
STEWART & HOLMES DRUGCO.
By [signature]
Chemist in Charge.

"Model M. G."

makes good

weighing and filling drugs.

Read This Letter

and know why

"NATIONAL" SERVICE MEANS INCREASED PROFITS

Send samples of your packages and state speed wanted.

National Packaging Machinery Co.

190 Green St., Jamaica Plain, BOSTON, MASS.

50 Church St.
New York City

108 So. La Salle St.
Chicago, Ill.

LIGHTNIN

Portable Fluid Mixers Are Dependable

Clamps on any vessel.
Mixes all fluids quickly and thoroughly.
Connects to light socket.

Because

their structure is based on correct engineering principles.

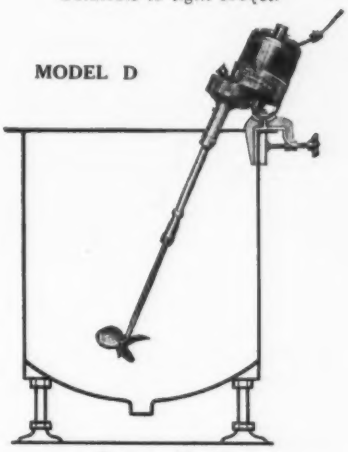
OUR EXPERIENCE OF YEARS has proven the single propeller with its downward angular thrust the most practical and efficient. All solids are washed from the bottom and kept in rapid circulation until dissolved. *Propeller amply submerged, does not splash.*

Vertical motor carried in strong housing.
Mixing shaft carried in out-board bearing.
Strong shaft structure of telescopic design.
Supporting clamp adjusts to any position.

Sizes range from 1 to 1000 gallons

Write for Full Information.

MODEL D



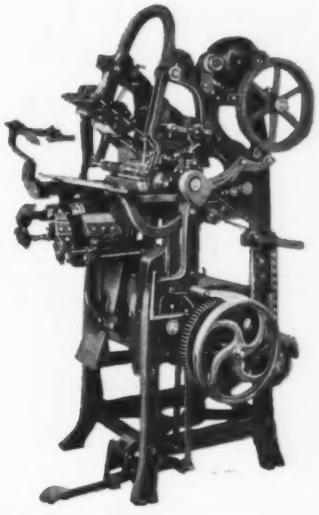
Patents Pending

MIXING EQUIPMENT CO., Inc.
50 East 42nd Street New York, N.Y.

Labeling Insurance

The safest policy—install an

ERMOLD LABELER



and have the assurance that your packages leave your plant carrying the fullest advertising value a label neatly and cleanly applied can give. Our range is 12 drops to 1 gallon.

May we estimate on your requirements?

EDWARD ERMOLD CO.

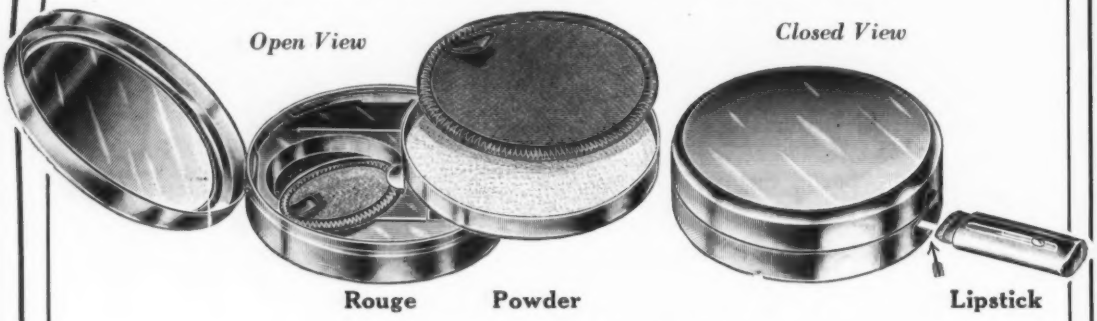
World's Largest Manufacturers of QUALITY Labeling Machines

Hudson, Gansevoort and Thirteenth Sts. - - - NEW YORK, N. Y.

CANADA	GREAT BRITAIN	FRANCE
Freyseng Cork Co., Ltd.	Matthew Wylie & Co., Ltd.	R. J. Lecomte
Montreal & Toronto	London & Glasgow	Paris

MAJESTIC SERVICE IS A QUALITY PLEDGE

One of Our New Numbers!



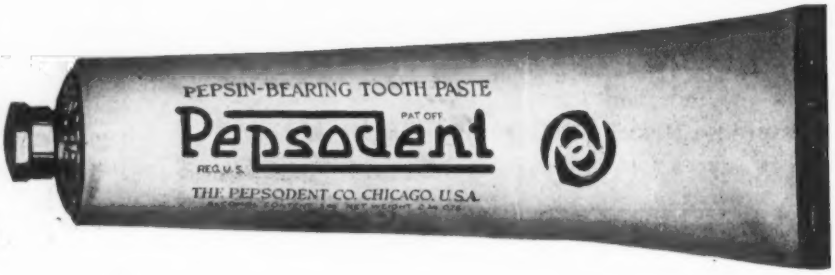
Our Triple No. 509-3

MAJESTIC METAL SPECIALTIES, INC.

342 West 14th St. *Phones:* Chelsea { 2780 / 2781 } New York City

Our Tubes are Guaranteed Not to Peel or Crack

PURE TIN
OR LEAD
—
PLAIN OR
DECORATED



Wheeling Stamping Co.

Eastern Representative
GEO. K. DILLER
90 West Broadway, New York

Wheeling, W. Va.

Factory
WHEELING, W. VA.
B. E. STOVER, Sales Mgr.

F·N·Burt Company Ltd.

SPECIALISTS IN

Small, Fine
Paper Boxes



MAIN OFFICE,

540 SENECA STREET,

BUFFALO, N. Y.



Sales Book Plant, Toronto, Canada



Dominion Paper Box Co., Toronto, Canada



Factory C., Buffalo, New York



Warehouse, Buffalo, New York



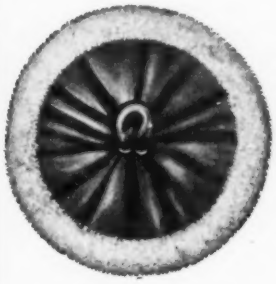
Factory A., and Main Office, Buffalo, New York

Principal Manufacturing Plants and Warehouses

F. N. Burt Company, Ltd.

Buffalo, New York and Toronto, Canada

WE are ready to work with you and for you to the fullest extent in the manufacture of vanity puffs to suit your particular needs.



VALMONT
MANUFACTURING CO.
INC.

154 Eleventh Avenue
NEW YORK, N. Y.



Pat. Aug. 21, 1923 Capacity 950 gross per day Pat. Aug. 21, 1923

For New Ideas in Seals *Mail the Coupon*

NOTHING will add to the attractiveness of your package quite so much as an artistically d signed, skillfully made Horn label.

Our specialists will be glad on request to offer suggestions to improve your present label.

Write for full details and send for the package.

Say it with Labels

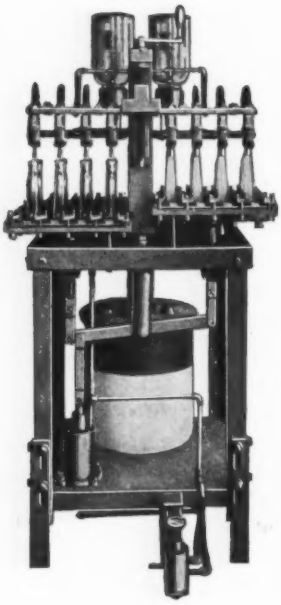
John Horn
SEALS

837-839 TENTH AVE. NEW YORK, N. Y.

Kindly send me a sample package of your seals.

Name .....

Address .....



Double Head Eight-Stem Semi-Automatic

VACUUM FILLING MACHINE

Fills four bottles while four others are being put in machine. Placing them in the machine discharges others on a Belt Conveyor. Readily adjusted for any ordinary size bottle. Foot control Valve automatically fills containers and dumps Overflow Jars. Detects bottles that will leak after filling, fills to absolute uniform height, and has no drippage.

Full particulars on application.

INTERNATIONAL FILLER CORP.

Factory and General Offices

PETERSBURG, VA.

REPRESENTATIVES

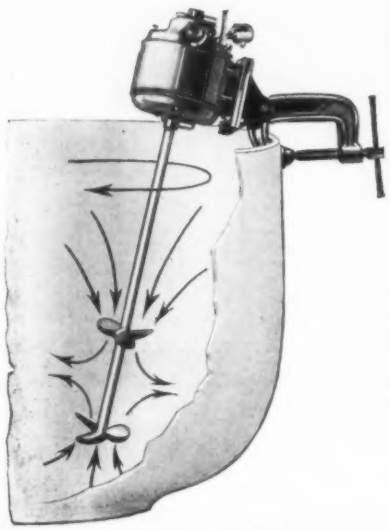
New York
R. J. PIELLISCH
Phone Beekman 2217
207 Water St.

St. Louis, Mo.
CORLISS SUPPLY & MFG. CO.
Phone Bumont 25
1906 Olive St.

Cleveland, Ohio
A. K. EINSTEIN
Phone Prospect 1252
Union Building

"Hy-Speed" Liquid Mixers

with



Type No. 5, 1/3 H.P. Motor

"Push-Pull" Propellers

13,000 Users

can testify that we stand behind all our products to the limit.

SPECIAL FEATURES

Clamps to any tank or barrel.
Mixes perfectly any liquid thick or thin.
"Push-Pull" action pulls liquid up from bottom of tank with bottom propeller, and pushes down with top blades.
Pitch of blades relieves thrust and strains from motor.
Capacity from 5 gals. to 1000 gallons.

Prices from $37.50 to $110, complete.

Write for Circulars

ALSOP ENGINEERING COMPANY

MANUFACTURERS OF
"Vaccu-Filters," "Vaccu-Pumps," "Hy-Speed" Mixers, Etc.

47 West 63rd St., cor. Broadway, New York City
Dept. M

Use a READ For All Mixing Work

IF the quality of your product depends upon efficient mixing you should investigate the READ THREE SPEED MIXER. For all mixing or beating operations this machine is without an equal. The savings you can obtain from it are real.

Write for a catalog



READ MACHINERY CO.
YORK, PA.
Mixing Machines of all Kinds



HOW TO ELIMINATE METALLIC ACTION IN YOUR PRODUCT

WHENEVER metallic mixers, storage tanks, emulsifiers, or other metallic plant equipment is used, there is the risk of acid-reaction in your product. Why not use Pfaudler Glass Lined Equipment which eliminates this risk, is easier to clean, and incidentally outlasts average machinery. —Some units have been installed 15 to 20 years and are still giving excellent service.

May we send you our catalog describing our complete line?

Mail the coupon for this new catalog.

THE PFAUDLER CO.
217 Cutler Bldg., Rochester, N. Y.
The World's Largest Makers of Glass Lined Steel Equipment

A. P. 4-24

The Pfaudler Co.
217 Cutler Bldg.
Rochester, N. Y.
Gentlemen:
Send us your new Chemical Catalog.

Name .....
Address .....



Part of battery of Day No. 2 Pony Mixers used in the preparation of tooth paste by the Pepsodent Company in their plant at Chicago, Ill.

DAY Pony Mixers Solve Mixing Problems of Large Tooth Paste Manufacturers

LEADING manufacturers throughout the country install DAY equipment, because they find that these machines are better adapted to their requirements. Every mixer shown above is a DAY machine. Additional cans with close-fitting covers are provided for handling the finished product in a sanitary and convenient manner.

The ease and facility with which these mixers can be cleaned is a great advantage in the manufacture of tooth paste and similar products. Supplied with either sheet iron, blue enameled, cast iron, porcelain lined, galvanized iron, aluminum or copper cans. Wood blades are made for these machines for work with materials which can not be allowed to come in contact with iron.

Made in four sizes ranging from 2½ gallons to 40 gallons. These strong mixers as well as other Day equipment are also used in the manufacture of Colgate, Pompeian and Kolynos products. Blades and can revolve in opposite directions, causing a quick and thorough mixture.

Write for Prices and Catalogue of Special Machinery.

The J. H. Day Co.

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DAY Service Representatives in 15 Principal Cities

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CONCRETE floors that are subjected to hard service—such as trucking, vibrating machinery, walking, etc.—will constantly "dust" if left unprotected.

This "dust" is a menace to workers, machinery and merchandise. It grinds and grinds—and worst of all, it is unnecessary. It can be eliminated by using

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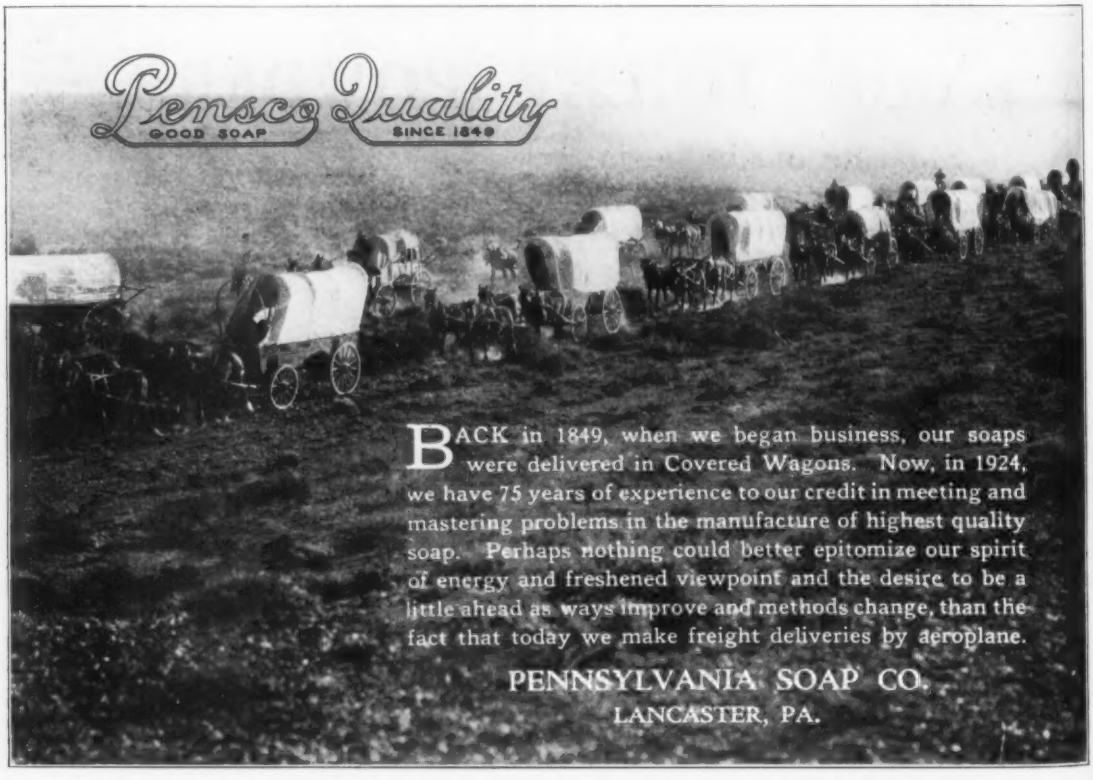
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71P

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Our products are made for manufacturers of cold creams, ointments and other toilet and pharmaceutical preparations. Highly refined, tasteless, odorless and absolutely pure. Our specialists will confer with you on any problem involving the use of mineral oils or jellies.

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Quality Products—the standard by which all others are judged.

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Use **Felco Aromatic Chemicals,** *guaranteed absolutely pure and uniform, and be assured of a perfect blend and flawless odor in your compound.*

Ask for samples

If you do not

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We have these two popular odors in a variety of oils suitable for *extracts* and *toilet waters,* also for *face powders, creams,* and *talcum powders,* which they are *guaranteed not to discolor.* Prices range from $13.00 up.

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Lb. $10.00 Trial Ounce 75c.

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The above listed Floral Ottos are only a few of our products of which we will be pleased to submit samples and quotations upon request.

When writing us indicate clearly the purpose the Floral Otto is to be used for. This information will enable us to select suitable material for your special requirements.

Write for Our General Price List

It Sings!

Green in two extremes; brilliant red; solids and bendays; cream enamelled .... the smallest ½ x 2½; the largest 1½ x 6; a color symphony replete with action; ....Boncilla



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Main Offices:
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Highest Awards Including four Grand Prizes.

Nature ordained that *Otto of Rose* should have certain *Chemical* and *Physical Constants.* Chemists design rose oils having the same Constants; but they are *not* real Otto of Rose. *Shipkoff's Otto of Rose* is *Nature's Otto.* It is the richest and most concentrated essential oil in existence and hence the most indispensable *basic oil* for the perfumer. It takes thirty roses to make one drop of genuine Otto of Rose, and sixty thousand roses to make one ounce of pure Otto of Rose—thus getting the perfume of seventy of the most fragrant damask roses for one cent only. Never create a perfume without using a fair fraction of the richest and foremost basic *rose odor,* which can be obtained only from *Shipkoff's absolutely pure Otto of Rose.* The value of Otto of Rose lies mainly in its absolute purity. Always use Shipkoff's Otto of Rose. None better.

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Original packages:
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PLYMOUTH STEARATES
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ZINC—MAGNESIA—ALUMINUM—CALCIUM
ZINC OXIDE—JAVA RICE STARCH

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Specialists in Screw Caps and Similar Products

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and tooth-powder cans and jars in Brass—Polished Nickel Plated, etc.—and other metals.

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FLORASYNTH LABORATORIES, INC.

MANUFACTURING CHEMISTS

EXECUTIVE OFFICES AND WORKS

UNIONPORT, NEW YORK

WE are listing a few of our new synthetics which we have been working on for the past two years. Materials long since known to the foreign perfumers and which we have been introducing into the laboratories of some of our friends, manufacturers of toilet preparations, who have taken long strides in making their products the equal and in many cases superior to the imported ones.

Benzyl Iso Eugenol (Carnation, Narcissus)
Dihydroxy Citronellic Ketone (Lilac, Lily)
Dimethyl Benzyl Carbinol (Lilac, Lily, Narcissus)
Dulcinarome (Fixative)
Guajackyl Phenyl Acetate (Rose, Tuberose)
Methyl Nonyl Acetic Aldehyde (Orange, Jasmin)
Paracresyl Phenyl Acetate (Narcissus)
Paramethyl Quinoline (Honey, Rose)
Phenyl Acetic Ketone (Lilac, Lily)
Phenyl Glycol Acetate (Lilac, Rose)
Piperonal Vanillone (Heliotrope)
Rosindol (Rose)
Tetrahydroparamethyl Quinoline-Civet Character (Lilac, Rose, Lily)

Pioneer Manufacturers Diethyl Phthalate

Iso Butyl Indol
(Will not discolor)

Methyl Anthranilate C. P.

Phenyl Ethyl Alcohol C. P.

Rhodinol Pure

Different types of people require different styles of clothing, different colors and different surroundings.

In a like manner different types of perfumes and powders demand individual colors and different surroundings.

Adapting containers to the products for which they are to be used has been a long study with us and has become our specialty.

May we do this for you?

Alderman-Fairchild Company, Rochester, N.Y.

Container Craftsmen



Your Ideas or Ours

While we maintain a completely equipped Designing Department prepared to study the particular requirements of any perfume manufacturer and to make recommendations as to what types of containers are best suited to meet these requirements, we recognize the value of outside ideas.

Many times manufacturers have come to us with their own ideas which they wish carried out. We are always willing to co-operate with these ideas.

It is our purpose to perform two functions, that of a counsellor in preparation of containers and that of the manufacturer in the actual making of these containers.

You will find this organization always at your service.

Alderman-Fairchild Company - Rochester, N. Y.

Container Craftsmen



Individuality

is a Quality which all of us possess

If it were not for this fact, there would be only one kind of perfume and but one kind of powder sold.

However, each woman's individuality demands a given type of perfume. That perfume must be dressed in a container that is suggestive of what is within.

Long experience has enabled our Designing Department to do just this thing.

May we co-operate with you?

Alderman-Fairchild Company *Rochester, N. Y.*

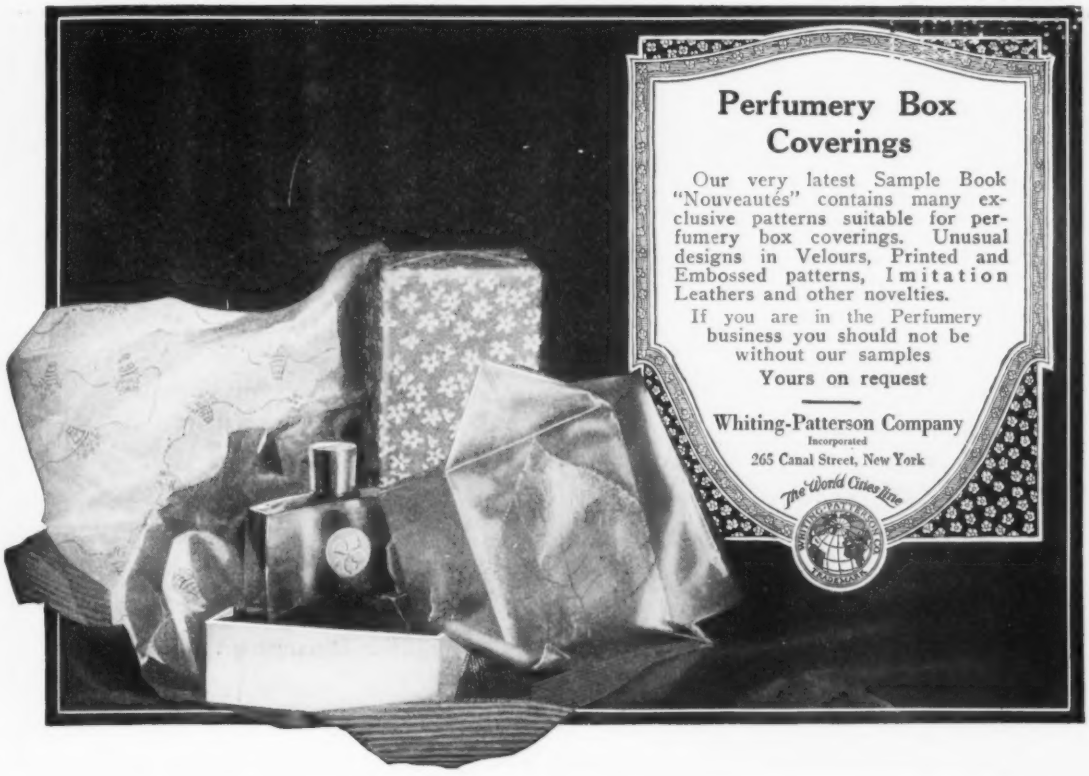
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ALDERMAN-FAIRCHILD COMPANY
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ROCHESTER
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Manufacture Your Own Cosmetic Specialties

Consulting Service

YOU must know the fundamental principles of the manufacture of Cosmetics in order to manage your factory properly, to determine the cost of your products correctly and last, but not least, to convince yourself of the purity of your preparations.

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Compact Face Powders

GET the Compact-Rouge Machine with interchangeable dies to manufacture Perfect Compacts of any size or shape on glass or metal discs.

The machine, operated by foot or power, decreases your operating costs and increases your production.

We install plants for the manufacture of Compacts, Face Creams, Indelible Lip Sticks, Waterproof Paste Rouges. Moulds furnished.

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A product which replaces the "natural" in both strength and quality at an attractive price.

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A real substitute for the natural product, popular because it satisfies at a reasonable price.

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ANY GRADE—ANY COLOR—ANY QUANTITY

NO ORDER TOO LARGE—NONE TOO SMALL.

Cold Cream–Vanishing Cream–Massage Cream
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All Merchandise in Bulk or in *Your Own Containers*

SACHETS—We manufacture a line of fanciful sachets, which ought to prove a source of ready profit to dealers.

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The Most Efficient Mailer on the Market

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In a Mailer that combines Neatness, Durability and Economy

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Highest Grade Boxes Only

FOR

Complexion Powders, Perfumery and Toilet Articles

TO the officers and members of the American Manufacturers of Toilet Articles, who gather at the thirtieth annual convention in New York, April 22, 23 and 24, we extend greetings and well wishes for a most successful meeting.

August Goertz & Co., Inc.
Metal Specialties
276 Morris Avenue Newark, N. J.

The Collapsible Tube

NO Camping Equipment or Fishing Party is complete without some First-Aid Ointment. The Collapsible Tube is the only container that will carry this material successfully.

We will be very glad indeed to send samples for inspection or for trial.



PEERLESS COLLAPSIBLE TUBES
The One Perfect Tube

PEERLESS TUBE COMPANY, 48 Locust Ave., Bloomfield, N. J.
CABLE ADDRESS—"PEERTUBE, BLOOMFIELD, N. J."

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THE provident man does not chart his business merely for today. He has plans in mind for years to come which keep him thinking ahead and preparing the ground for tomorrow.

In order to help you get a clearer understanding of the whole tube problem and its final solution, we offer the following standard of measure.

Beauty

no one underestimates the value of appearance. . . . It is the outside which makes the first impression.

Dependability

can be assured only by the use of the finest materials combined with expert workmanship.

Economy

in the last analysis, the best is the most economical.

GLOBE TUBES are beautiful, dependable, and economical. They are guaranteed upon chemical analysis to contain 99.639 per cent Pure Tin and will keep the contents fresh and wholesome.

By using GLOBE TUBES you provide for the present, and take care of the future.

Globe Collapsible Tube Corp.

401-405 JEFFERSON STREET

HOBOKEN, N. J.

WHEN

you send your prospective customer a small sample of your face or talc powder—

WHEN

does she try it? That is the question—does she put it aside to try later—and perhaps forget it altogether?

IT ALL DEPENDS—

on the way you send the sample—how convenient it is for her to use it

WHEN

she gets it—

USE SAMPLING POWDER PUFFS—

and

WHEN

she writes for a sample—mail her a filled powder puff—so she can use it

WHEN

it arrives at her home—and that is exactly

WHEN

you want her to try it—while it is fresh in her mind.

WHEN

shall we send you more information and samples of our special powder puff sampling service?

SAY WHEN



The Refillable Puff & Novelty Co.

538 Congress Ave.

NEW HAVEN, CONN.

Vanity Puffs—*Quality First*

The Puff is the first thing to be seen when opening your vanity case. To create the impression you want, the puff should be of the best quality. That is the only kind we make—

THE BEST

When the compact is almost used up, the puff should still show quality, so that the user will demand your refill or a new case.



ALVA MANUFACTURING CO.
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Appearance Can Arouse Desire

THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES A DESIRE FOR THE GOODS IT CONTAINS.

We Specialize in Round Face Powder Boxes

Write before placing your next contract.

The Randolph Paper Box Co., Inc.
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Quantity Production on a Quality Basis

SCOVILL can tops do not have to be operated with a monkey wrench. Accuracy of parts and exactness of fit are brought about by spending the time and effort necessary for planning and making good permanent tools and maintaining them.

Choosing the correct metal for the job, constant gaging and inspecting during each operation, using mature knowledge in making beautiful and lasting finishes—all contribute toward maintaining the high standard of quality for which this Company is noted.

We have on hand tools and dies for many of the standard tops. How may we serve you?

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Penna Bldg., Philadelphia
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149 California St., San Francisco

ESTABLISHED 1802
SCOVILL MANUFACTURING COMPANY

MEMBER COPPER AND BRASS RESEARCH ASSOCIATION

MONARCH QUALITY

SUPREME

Superior Paper Boxes for TOILET Preparations





Our Designing Department is always at Your Service.

Monarch Nusbaum Paper Box Co., Inc.

BUFFALO, NEW YORK.



LABEL BUYERS HAVE COME TO EXPECT
GREATER BEAUTY OF DESIGN AND FINISH
IN THOSE LABELS BEARING THE SYMBOL *of the*

--KRAUSE ART--

THESE SHARPLY DEFINED QUALITIES ARE THE
NATURAL REFLECTION OF THE TALENTS WHICH
THE CONCENTRATED EFFORTS OF THIS HOUSE
HAS ATTRACTED TO ITSELF

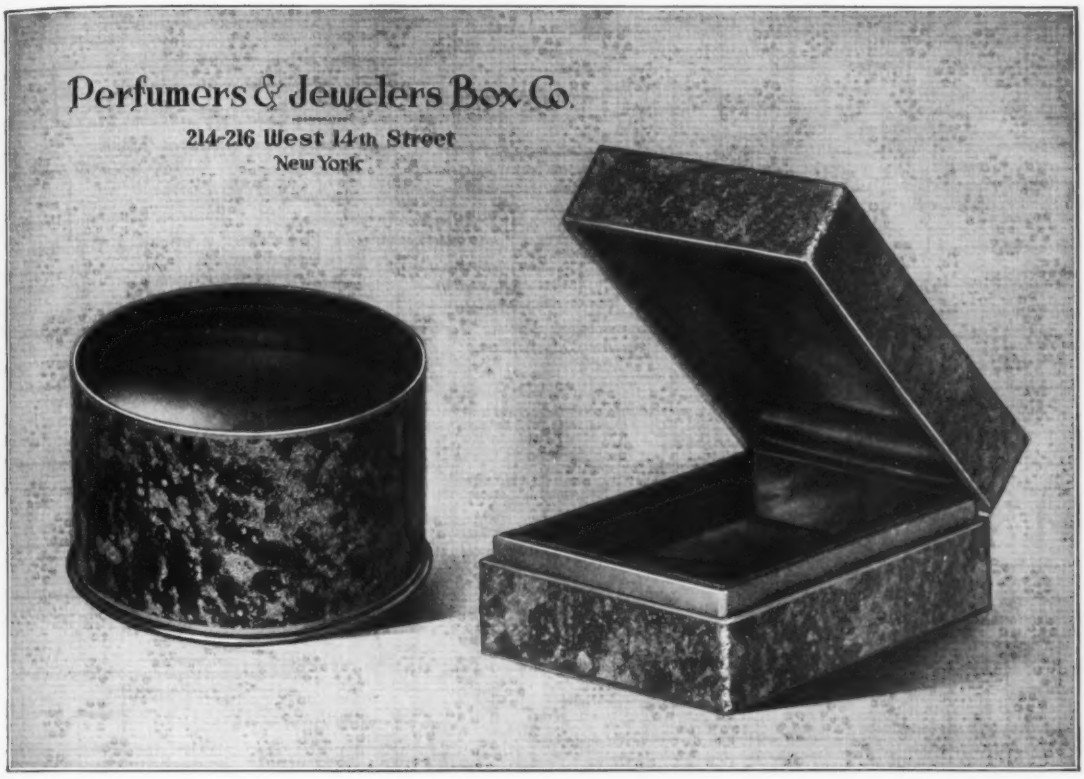
CONSPICUOUS IN SALES PERFORMANCE AND DOLLAR VALUE

RICHARD-M-KRAUSE

130 WEST 42ND STREET
NEW YORK

CHICAGO
OFFICE AND FACTORY
429 W. SUPERIOR STREET

BOSTON
450 LITTLE BUILDING
R. A. BOWMAN, *Representative*



DEJONGE

Quality Papers

The business of this house was founded some seventy-five years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

LOUIS DEJONGE & CO.

69-71-73 Duane Street

NEW YORK



The Best Materials and Workmanship in Paper Box Construction

"BAXTER" QUALITY

SERVICE — THE BAXTER PAPER BOX CO. BRUNSWICK, MAINE, U.S.A. — QUALITY

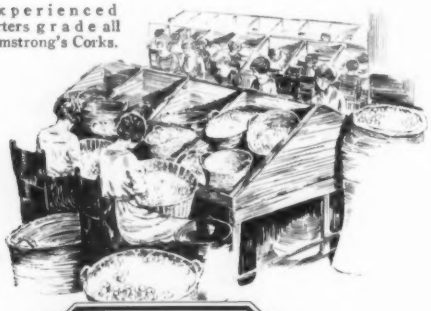
FACTORIES IN MAINE

General Office: Brunswick, Maine

Boston Showroom
34 Merchants Row

New York Showroom
30 East 42d St.

Experienced sorters grade all Armstrong's Corks.





Uniform in Quality

FEW manufacturers buy poor corks intentionally. They know that corks that break or corks that leak cause dissatisfaction, and even loss of business.

Unless the corks you use are very carefully sorted by the maker there will always be poor ones in every lot you buy. These you must cull out yourself or take a chance on the effect they will have on the buyers of your goods.

One of the outstanding features of Armstrong's Corks is their uniform quality. Not only are they cut from carefully graded raw material, but the finished stoppers are sorted and graded according to exacting standards before being packed. This insures that only the right grade gets in the right bag.

The Armstrong Cork Company is not only in a position to furnish you with uniform corks, but will gladly make a thorough study of your requirements and an honest recommendation as to the corks best suited to your use. This service will be cheerfully given without any obligation on your part.

ARMSTRONG CORK COMPANY, 139 Twenty-third Street, Pittsburgh, Pa.

ARMSTRONG'S CORKS

MIRRORS

for

VANITY BOXES

PROMPT DELIVERY

WE are the largest makers of special size mirrors for Vanity-boxes and other toilet articles and guarantee all our mirrors against defects of any character.

Specially packed for shipment out of town and *guaranteed against breakage.*

Actually Prompt Deliveries

ROYAL MIRROR WORKS
187 MERCER STREET
NEW YORK

AUGUST GIESE & SON
162 William Street
New York

FRENCH FILTER PAPER

ALL GRADES



Get Our Prices

In Stock in New York for Spot Shipment

ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

All boxes can be furnished with powder container

EUGENE K. PLUMLY

N. E. Corner Broad and Federal Sts.

PHILADELPHIA, PA.

High grade sample cases for high grade goods a necessity.

An investment paying large dividends in bigger, better, more orders

Write for Catalog 80.

KNICKERBOCKER CASE COMPANY

Specialists and Original Designers

224 N. Clinton Street Chicago

Your Inquiries Solicited

PRIVATE BRAND TOILET SOAPS



Manufacturers of

Powdered-Chip-Liquid Cocoanut Oil Base-Shampoo Soaps

J. Eavenson & Sons, Inc., Camden, N.J.

FILL *Rapidly Efficiently*
with
RODGERS MACHINES
Pastes or Powders
Complete lines made by
GEORGE G. RODGERS
29 E. Mulberry St.
Springfield, Ohio

Hand and Power Equipment
for
Filling, Folding and Crimping
Collapsible Tubes

Powder Mixers and Fillers
Conveyor Tables

QUALITY PRODUCTS
PLUS SERVICE
Your Correspondence Solicited

STOKES TUBE & JAR FILLER



will keep your
FASTEST
OPERATOR
busy.

Gears revolve only when the material is being expelled.

NO fluffing
air bubbles
spattering

Fills Accurately
Easily Adjusted
Easily Cleaned

Handles ALL Pastes,
LIGHT and HEAVY

We also supply
Closing and Clipping
Machinery

Send for Circular

F. J. STOKES MACHINE CO.
6112 Tabor Road, Olney P. O., Philadelphia

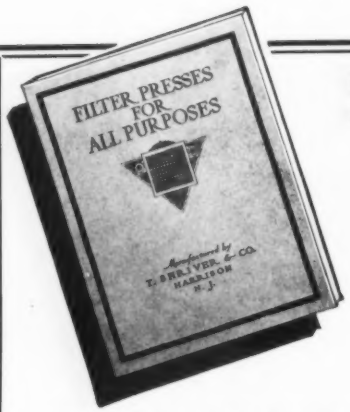
LANOLIN
U. S. P.
(Adeps Lanae)
HYDROUS ANHYDROUS

Special Products for Pharmaceutical and Toilet Manufacturers

Trade NSC Mark

Buy direct from
"AMERICA'S ORIGINAL REFINER of LANOLIN" and obtain a product guaranteed strictly U. S. P.

American Lanolin Corp.
LAWRENCE, MASS.



Send for it

"FILTER PRESSES FOR ALL PURPOSES"

Our catalog contains information of vital interest to any manufacturer or producer who filters or clarifies any kind of material. The choice of the best filter press for a particular job is no easy matter. This book will be found helpful. Send for it.

T. SHRIVER & CO.

Hamilton Street **Harrison, N. J.**

The filter medium is just as important as the filter press. We sell specially woven filter cloths and filter paper at very close prices. We shall be glad to quote on your requirements.

SIMPLEX
TUBE AND JAR FILLER



Plunger Type.

Always Gives Best Results.

For Accurate Filling and Easy Operation.

No Ratchet Teeth to Wear.

Quickly Cleaned.

Large Valve Opening.

Assures Highest Efficiency.

Send for Circular.

Pressure Type furnished for heavy materials. Closing and Clipping Machines for tubes up to 1¾ x 7.

We Also Manufacture Paste Mixers and Drum Dryers.

T. L. HARRISON & CO.

Engineers and Manufacturers Chemical Machinery

THE BOURSE **PHILADELPHIA, PA.**

N. Y. Office: 44 E. 23rd St. (Ashland 6523)

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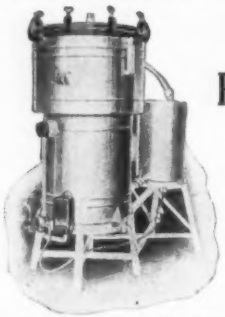
Mr. EXTRACT MANUFACTURER.

You Surely Are Interested

in equipment that will improve your methods of manufacture, your finished product, and save you money.

WELL—HERE IT IS

The Hardesty Vanilla Percolator



Thermo-Siphon Principle

Sanitary Economical Efficient

A Superior Product in 48 Hours

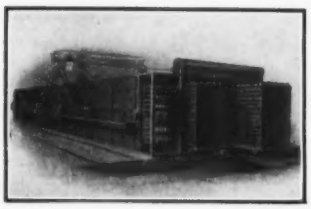
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THE R. HARDESTY MANUFACTURING CO.

Denver, Colo.

DRYING

LAUNDRY BAR SOAPS



The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

PROCTOR & SCHWARTZ, INC.

Formerly The Philadelphia Textile Machinery Co.,

Philadelphia, Pa.

"Proctor" DRYERS

VANILLA BEANS

THURSTON & BRAIDICH
27 CLIFF STREET
NEW YORK

STOCK LABELS for TOILET PREPARATIONS

SAMPLES SENT ON REQUEST

THE QUALITY LABEL COMPANY
120 WEST 32nd STREET
NEW YORK

The Latest Creation



"DE LUXE"

Swivel Lip Stick Container

Gun Metal Finish with Gold Finish Swivel. Makes an unusually attractive container.

Also finished in Gold or Silver or enameled in any color desired

The most practical and improved container yet produced.

Finest in quality and finish, guaranteeing durability.

Samples submitted on request.

We make designs of any required description, also novelties of anything in metal.

Metal Caps for Perfume Vials a Specialty.

Ask our expert to call and figure on your wants.

De Luxe Art Metal Corporation

New York Office: 1123 Broadway

Phone—Watkins 4384

ROUGE and FACE POWDER COMPACTS

Lip Sticks, Nail Polish
Cosmetique, Eyebrow Pencils



ABONITA COMPANY, Inc.
134 S. Clinton St. Chicago

Compact Specialists

PRIVATE BRANDS EXCLUSIVELY
PROMPT SERVICE—IMMEDIATE DELIVERIES

JULIUS SCHMID INC.

Compacts
Lipsticks
Eye Brow Pencils

MADE UP UNDER YOUR OWN BRAND

423-439 WEST 55TH STREET
NEW YORK

ARTCRAFT LABELS

Embossed Seals, Labels, Booklets and Displays for the

Perfume and Toilet Preparation Trade

PLANT FULLY EQUIPPED
for Printing, Engraving and Lithographing

SKETCHES SUBMITTED WITHOUT OBLIGATION

R. F. Kinney AND ASSOCIATES
255 GREENWICH STREET NEW YORK
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A Franchise for Life

Salesmen Why Not Earn More?

Salesmen now calling on drug trade, general stores, beauty parlors, barbers, grocery trade, can materially increase their income without additional effort or expense.

Our line is to be nationally advertised.

Not a make-shift proposition, but something substantial. Your life-time opportunity. Repeat sales will give you a lucrative year-around business on items that have no competition, and yet are in every day demand in every household.

Manford Pharmacal Co.
Dept. I 1311 S. Broadway, St. Louis, Mo.





Dennison Boxes

will increase your sales

A GOOD-LOOKING BOX helps the sale of powder or perfume. It reflects pride in a superior product. Customers appreciate it as an added service. It gives your merchandise a greater value, advertising *your* name and product as nothing else can.

The quality of your product holds your old customers—but new customers must be secured by increased sales effort, and distinctive packaging is an important part of such effort.

Dennison boxes *are* distinctive, always in good taste, and of justly distinguished workmanship—a workmanship with eighty years of experience back of it.

But these pictures cannot tell the story of workmanship. Note the coupon below. It will bring you actual samples in order that you may see clearly the points of quality that put *big* value in Dennison boxes. Write *today*.

Dennison Manufacturing Co.

MAKERS OF FINE BOXES

Works at Framingham, Massachusetts

BOSTON, 26 Franklin Street. PHILADELPHIA, 1007 Chestnut Street.
NEW YORK, Fifth Avenue at 26th Street. CHICAGO, 62 East Randolph Street.

Sales Offices in 16 cities in the United States and Canada

LONDON SYDNEY COPENHAGEN MEXICO CITY
BUENOS AIRES RIO DE JANEIRO

Tear off this coupon and mail it to Framingham at once. It will bring you samples of some of the finest Dennison boxes for Perfumers.

DENNISON MANUFACTURING CO.
Dept. A. P. 1, Framingham, Massachusetts.

Please send me free of charge actual box samples for powder and perfume.

Name .....

Address .....

.....

Dennison's

Boxes of distinction

See other side

SUPERIOR COMPACT PUFFS

Puffs of exceptional quality completely harmonizing with the artistic temperament of your individual package.

Particulars gladly furnished

Furlager Manufacturing Co.
67 East 8th St. New York, N. Y.

H H

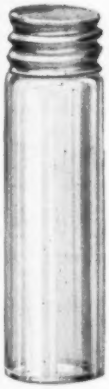
THE Best Values are to be had from a dependable Specialist in Metal Boxes.

I am *the* pioneer in furnishing Metal Boxes for Compacts to the Trade.

New and classic designs with push button catch—best one produced.

H. L. HEITER
200 Fifth Avenue
Phone Gramercy 3221
New York City

H H



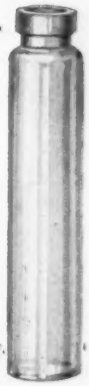
Homeopathic Vials of Every Description

Manufactured by the

RUTH GLASS COMPANY

Conshohocken, Pa.

QUALITY AND MOST ATTRACTIVE PRICES





COLLAPSIBLE TUBES

Be sure to get the proper one for your Ointment

A Full Line for Every Purpose—Filling and Closing Equipment—Keys and Clips.

STANDARD SPECIALTY & TUBE CO.
NEW BRIGHTON, PA.

PFALTZ & BAUER, Inc.

300 Pearl Street New York City

Agents for

A. MASCHMEYER, JR. **Amsterdam**
ROSE CENTIFOLIA—JASMIN WHITE "E," ETC.

E. DE HAËN A. G. **Hannover**
Methylanthranylate — Acetophenone — Chlorophyll

J. HENRI MOUTET **GRASSE FR.**
Lavender Fl.—Geranium
Natural Flower Products

E. SACHSSE & CO. **Leipzig**
Oil Orris Liq. 10 Fold—Oil Dill Seed, Etc.

DR. F. RASCHIG **Ludwigshafen**
Musk Ambrette 100%

WOLL WAESCHEREI & KAEMMEREI **Hannover**
"Golden Fleece" Lanoline.

PALMA ROSA OIL

GUARANTEED PURE

DISTILLED BY MODERN
:: :: METHODS :: ::

FOREST PRODUCTS LIMITED,

CAWNPORE (INDIA)

For Samples, Stocks and Quotations apply to—

D. WALDIE & Co. (London), Ltd.,

Salisbury House, London Wall, E.C. 2.

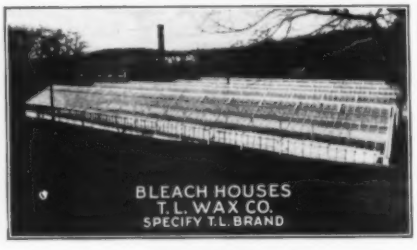
Telegrams:
"FORPROD," Cawnpore.

EXHIBITS WILL BE ON VIEW AT
THE BRITISH EMPIRE EXHIBITION

THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J.

ESTABLISHED 1852



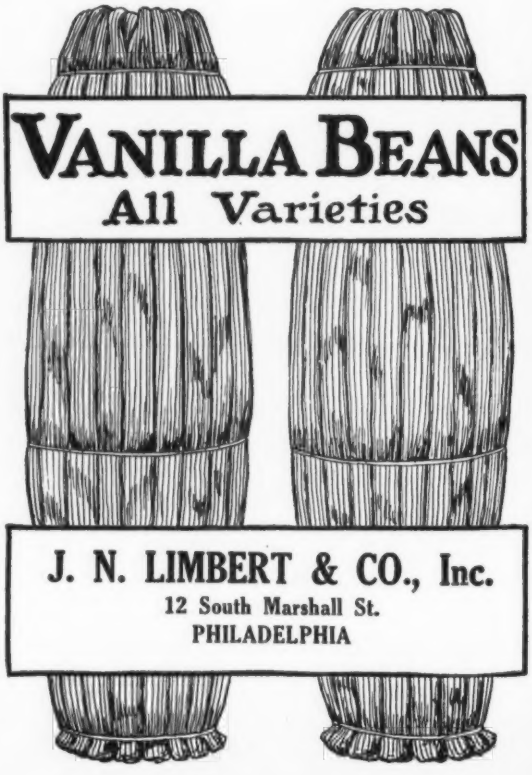
Specialties

Pure White Sun Bleached Beeswax
Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun Bleached Beeswax. Guaranteed under Food and Drug Act, June 30, 1906. Serial No. 4068.

Write for samples

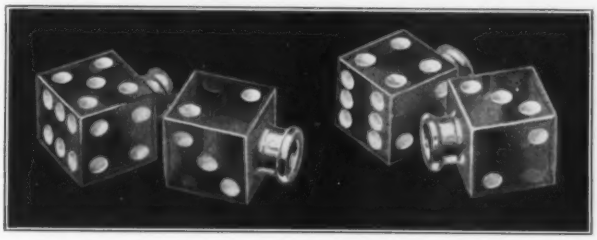
Long Distance Tel. Lambert 8183



Unusual
Perfume Vials

Our large line of unique, fast-selling containers offers opportunities for big profits. Write to-day for samples and prices. New designs made for your individual needs.

GLASS PRODUCTS CO.
VINELAND, N. J.



"Dice" Design—One of our latest novelties. Retailed in pairs. Samples on request.

We Specialize in Exclusive Seals

WE specialize in the creation of distinctive, original seals which insure sales and bring repeat orders. Let us figure with you on your next order.

Write for samples

ATLAS LABEL CO., 119 Lafayette St., New York

THE TWITCHELL PROCESS

THE STANDARD METHOD OF DEGLYCERINIZING THROUGHOUT THE WORLD

Kontakt Saponifier

FOR HIGH GRADE FATS

Kontakt D. P. Saponifier

FOR LOW GRADE FATS

The Twitchell Process Co.

CINCINNATI, OHIO

Terpenes and Residues of Essential Oils

Half the price of general products, but the perfuming strength is of a higher percentage than indicated by the price.

Star Aniseed
Lemon
Orange
Lime
Lemongrass
Geranium
Carraway
Cloves
Bergamot
Linaloe (Mexican)
Peppermint
Thyme
Citronella (Java and Ceylon)
Pimento
Terpinol

Write for Samples and Prices.

The Meht & Daniel Corp.

SALES AND PURCHASING AGENTS FOR MEHT & DANIEL, HAMBURG, GERMANY

100 Hudson Street New York

H. D. Smack Co.
80 John Street
New York

All grades of
VANILLA BEANS

GUMS
Arabic Tragacanth
Crude Powdered
POWDERED KARAYA GUM

CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is 50c. per line per insertion. Please send check with copy. Address all communications to PERFUMER PUB. CO., 14 Cliff St., New York.

BUSINESS OPPORTUNITIES

For Sale—Stokes tube closing and clipping machine No. 2, tube filler with motor attached, and No. 79 tube closer and clipper. Very little used, offered at attractive price. Write B. O. No. 1223, care of this journal.

For Sale—One No. 3 or 6 Ft. Gyrator with No. 150 mesh silk cloth on frame, complete with blank extra sieve frame, and one No. 1 or 4 Ft. Gyrator sifter with No. 150 mesh silk cloth on sieve frame, complete with one extra blank sieve frame. Address Marinello Co., La Crosse, Wis.

For Sale—One 9 x 32 inch Black & Clawson three roll ink mill plain—chilled rolls—open frame bronzed bushed bearings—tight and loose pulleys—gears covered—complete. Address Marinello Company, La Crosse, Wis.

A share in the business offered to a good soap-maker. Must come well recommended. State full experience and education and salary desired. Northern Light Soap Works, Box 37, Vegreville, Alta., Canada.

Chemist of international reputation, specializing in cosmetics, has many marketable formulas, seeks proposition from responsible people. Can produce anything from corn cure to hair tonic. Address (Chemist), Greensburg Advertising Service, 347 Fifth Ave., New York City.

(*Continued on page* 130)

ROSE SYNTHETIC B

$40.00 per lb. $2.60 per oz.

Sample submitted upon request

L. A. VAN DYK
Manufacturing Chemist
110 West 14th Street
New York
1114 State-Lake Bldg.
Chicago

COLLAPSIBLE TUBES & CONTAINERS

LIMITED
TORONTO CANADA



PURE TIN OR LEAD PLAIN AND DECORATED
ALUMINUM SCREW CAPS, SHAVING STICK BOXES ETC.
FOR YOUR CANADIAN TRADE

We Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
SURGICAL GREEN SOAP

WRITE FOR SAMPLES AND PRICES

THE DAVIES-YOUNG SOAP COMPANY
DAYTON, OHIO

DIRECT IMPORT FROM RÉUNION
Write us for
GERANIUM, VETYVER, YLANGS, PATCHOULI
Quality Guaranteed
Everything concerning Perfumers and Soapmakers
Absolute and Concrete Essences of Flowers
SOCIÉTÉ SIPA
18 Rue Falque MARSEILLE, FRANCE *Cable Address: SIPAROM MARSEILLE*



HARD-WHITE-ODORLESS
STEARIC ACID
MADE WHITE
PACKED TIGHT
DELIVERED RIGHT
Pure Stearic Acid in Convenient Size Cases
RUB-NO-MORE CO. FORT WAYNE, IND.

PURITY
UNIFORMITY and
RELIABILITY

are a few of the imperative qualities of

B & W

LANOLINE

Manufacturers since 1914.

THE B & W CO.

Bopf & Whittan

Elizabeth, N. J., U. S. A.

(*Continued from page* 128)

BUSINESS OPPORTUNITIES

Wanted—Responsible manufacturer would like to buy out a small manufacturer of perfumes and toilet specialties—must be a going established business. Reply, giving volume of sales, territory covered, number of salesmen, if any, reason for wanting to sell out, price, and all the essential information. Address B. O. No. 1210, care of this journal.

Essential Oil exporters of high standing require first class representatives. Emil Fog & Figli, Messina, Sicily.

For Sale—American Machinery Co. envelope sealer, equipped with ⅓ H. P. 110 volt D. C. motor. First class condition. Only used for short time. Address B. O. No. 1230, care of this journal.

SITUATIONS WANTED

Have you an opening with a real future for a man experienced as chemist, salesman and executive in perfumery synthetics, now at liberty through liquidation of business? Address S. W. No. 1227, care of this journal.

Young man thoroughly experienced in handling toilet requisites is desirous of changing for the better. Prefer Eastern territory, salary and commission basis. Address S. W. No. 1228, care of this journal.

Plant operator—11 years' experience in manufacturing and distilling essential oils, wants position. Address John Santana, 314 Beta Place, Glendale, Long Island City, New York.

(*Continued on page* 132)

WHITTAKER
ESTABLISHED 1690

FOREIGN—TALC—DOMESTIC

KAOLIN
ZINC OXIDE
MAGNESIA CARBONATE
SOAP POWDER
ZINC STEARATE
PREPARED CHALK

PRECIPITATED CHALK
Light, Medium, Heavy, Dense and Free Flowing

STARCH
INFUSORIAL EARTH

WHITTAKER, CLARK & DANIELS, INC.
IMPORTERS AND EXPORTERS
245 Front St. New York



Specialty: Perfume flasks of all kinds, white and stained with brass—capsules nickel plated or gold coloured; also vials for apothecary's shop, etc.

Most Productive Power
Always Novelties

HERMANN ORTTMANN
Glass Factory.
Moehrenbach (Thuringia) Germany
Agent and permanent storage of samples in the U. S. A.

SIGMUND KLINE
180 N. Market St., Chicago, Ill.



AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and TOILET SOAPS—SHAVING CREAM—FACE CREAMS

Also a large line of especially high grade preparations for Beauty Parlors.

All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

AMOLE SOAP CO. - - Tippecanoe City, Ohio
(14 miles north of Dayton, Ohio.)



MAKERS OF SOAP NEARLY HALF A CENTURY

HARRAL SOAP COMPANY, Inc.

Address Mail—Hawtree Creek Road, Woodhaven, New York City.
Office and Factory—From Hawtree Creek Rd. to 123d St., near Rockaway Boulevard, Woodhaven, N. Y. City.

SHAMPOO BASE
LIQUID TOILET SOAP
SHAMPOO PASTE
POWDERED SOAPS — COCOANUT and CASTILE
LIQUID SHAMPOO
SURGICAL GREEN SOAP
TOILET SOAP BASE in BARS and FLAKES
FLOATING BATH SOAP

CASTILE SOAP—U. S. P. BARS and CAKES

GLASS VIALS

Automatic Machine Made, Are Uniform in Capacity, Corkage, Height and Width

Especially Adapted for the Perfume Trade

KIMBLE GLASS COMPANY

VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.

(*Continued from page* 130)

SITUATIONS WANTED

Expert chemist perfumer thoroughly acquainted in the manufacturing of high class perfumes, creams, powders, all toilet specialties and toilet soap. Wishes to connect with a reliable concern. Possesses all around business training, including selecting of packages and executive ability. New York City or vicinity preferred. Address S. W. Box 1233, care of this journal.

HELP WANTED

Salesman to call in Middle Western territory to sell complete line of compacts and bulk cosmetics to the trade only. High grade products that are not sold on a price basis. Commission and drawing account to thoroughly experienced man with a following in the trade who can demonstrate ability by past record. Address H. W. No. 1226, care of this journal.

Wanted—A representative with successful record to sell the retail perfumery trade in the South and Southwest. Strictly commission basis. Give details in the first letter. Address H. W. No. 1224, care of this journal.

Salesmen—Large manufacturers of high-grade compact boxes offer exceptional opportunity to high-grade salesmen with following, in several cities in the middle west. Applicants should state in first letter—age, experience, religion, and give references. Address H. W. No. 1225, care of this journal.

HELP WANTED

Wanted—Expert Chemist and Managing Executive with broad and successful experience in manufacturing and marketing.—

Flavoring extracts for bottlers of carbonated beverages and soft drinks, flavoring extracts for bakers, hotels and restaurants, fruit oils, emulsions, colors for bakers and candy makers.

Must be competent to take charge of the extract department of a large and well established industry maintaining branch houses all over the country. Must also sell the large trade and work to increase the business, in addition to training and assisting salesmen in developing orders.

Will pay good salary to right man.
Position offers an unusual chance for advancement.
State experience and compensation desired.
Address in confidence, H. W. No. 1232, care of this journal.

WRITE US FOR

INFORMATION REGARDING TRADE-MARK PROTECTION

PERFUMER PUBLISHING CO.

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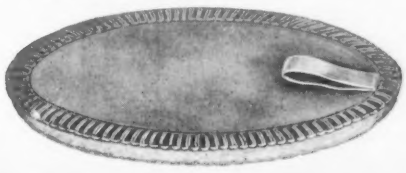
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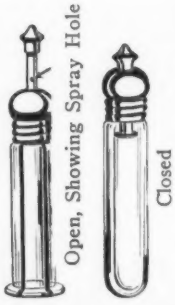
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EST. 1836

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